

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

SMASHING "BUY-NOW" Sale of world-famous Roses
of New Castle • Amazing values • New low prices • We
prepay shipping charges • Satisfaction guaranteed

The Roses of New Castle

1934

Heller Bros. Company

P. J. Lynch, Owner

NEW CASTLE, IND.

**Sensational
Low Price!**

**TWO
2 yr. plants
for \$1.25
Postpaid**

38th Year

The Superb New

**"PRIDE OF
NEW CASTLE"**

*A new bush rose of
astounding beauty*

Gorgeous Novelty Rose Bargains

SPECIAL BARGAIN OFFER

**3 in All
Strong 1 Year
Plants 60c**

- 1 Famous Jeannette Heller Bush Rose
- 1 Hardy, free blooming Keystone Rose
- 1 Superb David O. Dodd Bush Rose

**3 in All
Strong 2 Year
Plants \$1.35**

*We Pay Postage
Safe Arrival,
Satisfaction
Guaranteed*



Our Lovely Jeannette Heller Rose

Lovely Jeannette Heller

For health, hardiness, freedom of bloom, color effects, it's the premier garden bush rose! Nearly a million sold. Shell pink in center, shading off to blush and yellow. Exquisite. Height 2 to 4 feet.



Keystone—New Hardy Free-Blooming Yellow Climbing Rose

Keystone

It's the long hoped-for, strong-growing, free-blooming, hardy, clear lemon-yellow, climbing rose. Sensational. Very fragrant. A beauty. Hardy everywhere. Needs no winter protection.

David O. Dodd

A superb novelty Rose. Flowers 5 to 6 inches across, very double.

Always blooming. Delicious fragrance. Deep velvety crimson. Truly gorgeous. Absolutely hardy everywhere.

Above Exclusive Heller Productions are the Last Word in Rose Novelties. Easy to grow. Free blooming. Hardy. Price separately: 1 Year Plant 25c each; 2 Year Plants 65c each. We Pay Postage.



**LARGER, STAR
SIZE PLANTS**

75c each
POST
PAID

Surround Yourself with Beauty and Good Cheer at the Lowest All Time Prices

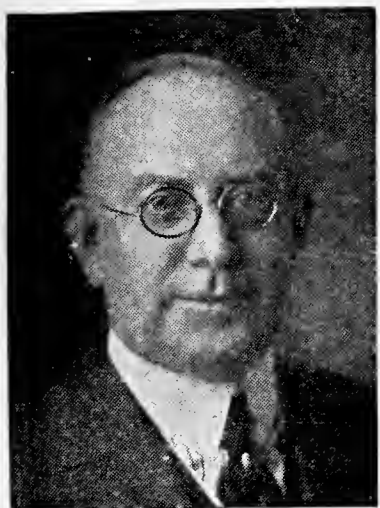
Easy to grow, bursting with bloom, famous for 38 years, the "Roses of New Castle" have never been so good. Never so cheap in price, 2 and 3 year old plants now are but little more in price than smaller one year old plants were a few years ago. A new deal for new days. We invite your early orders while our immense stock is complete. Buy these famous Roses now. Prices must raise.

ROSES, like music, have a universal charm. There is nothing more beautiful. In every stage of human existence, from the cradle to the grave, the rose is the emblem of Divine Creation—of sympathy, of joy, of hope and affection. Time was when only the favored few could have them in their own yards and gardens. The writer's family over eighty years ago started to produce own-root, pot-grown roses, selling them at a price within the reach of everyone. We have sold millions of them, and they are growing everywhere today in every country, from tropical Africa to the frozen Northlands, and in far-off Asiatic countries—in the royal gardens of the King of Siam as well. We are proud to have contributed very materially in beautifying the homes of America with roses, grown on own-roots—the best kind for the amateur to plant. Roses are not a burden. They are the greatest of all comforts in life. Grown as we grow them, most anyone can succeed, and nearly everyone does succeed in growing them to perfection year after year. The important part of rose growing is, first, buy plants grown on own-roots and not on wild roots. Secondly, plant them in just ordinary good garden soil, following the simple instructions given in this book, and you will have magnificent results.

A lifetime of experience in growing and perfecting these famous, own-root, pot-grown roses; capable, skillful and expert associates; conscientious, old-fashioned honesty and a jealous care of an honorable reputation for fair dealing, have brought to us the patronage of an army of satisfied customers the world over, of which we are justly proud.

Our guarantee is plain. There are no catch-penny phrases to fall back upon—just the same guarantee that has made our business what it is—a business internationally known for its reliability. All goods must be satisfactory upon delivery anywhere in the U. S. A. proper. If they are not, notify us within ten days and your order will be duplicated, or money refunded without question, whichever you prefer. You are the sole judge of the transaction, and we rely upon your honesty of purpose the same as we invite you to rely upon our integrity. Out of such mutual frankness and confidence there must come that great, important business asset—a satisfied customer.

If in any way we can be of service, command us. Our advice is at your disposal at all times, and will be cheerfully given. Plant roses this year. Your orders will have every possible care, and we will serve you well and faithfully.



P. J. Lynch, Owner

Buying from us by mail is made easy. If it is not convenient for you to send a Post Office Money Order or Check with the order, we will gladly send the goods by Parcel Post, C. O. D. Just pay the postman when the goods arrive. *We guarantee safe delivery to your door.*

HELLER BROTHERS COMPANY
NEW CASTLE, INDIANA

Cheer Up! Plant More Roses!

Before writing us please read these simple instructions how easy it is to grow these famous "Roses of New Castle"

Roses, and other flowering plants and vines, are being planted by the millions here in America. This movement to beautify the home has grown to huge proportions in the last twenty years. Great publications have come into being devoted to the Home Beautiful Movement. Nearly every newspaper, both local and national, carries a department devoted to the same purpose. **Everybody is planting "growing things"** around the home. Many years ago the owner of this concern advanced the theory which has now been accepted as an unquestioned, practical fact, that roses and other flowering plants around the home were just as important, or more so, than the interior decorations—painting, papering and the like. Not only do roses and flowering plants add beauty to the home, but from a more practical standpoint, dollar for dollar invested, they add more value to a property than any other purchaseable article.

New Methods of growing these famous, "ROSES OF NEW CASTLE" have produced new values in improved, magnificent plants, adding new values as sensational as those found in automobiles as compared to a few years ago. Without reservation, we state that our rose plants this year are the **best plants we have grown in 40 years.**

Here's the way they are grown. Kept during the winter at a temperature slightly above freezing, nature's treatment, when planted in the spring they burst into magnificent growth like all winter rested trees and plants, producing their gorgeous flowers early, in abundance and continuously.

FOR BEGINNERS

Prepared for amateurs and beginners and people of modest means, we have accomplished almost the impossible by marvelously increasing the high standard of the plants and at the same time, reducing the price, and on top of all this, **prepaying all shipping charges.** Depressions sharpen wits, and now the purchaser receives unusual benefits and low prices.

These famous **own-root pot-grown plants** of ours are very free of diseases so commonly found in field-grown, dormant, wild root nursery rose plants, which soon kill them off. We refer to brown canker and common cane canker. Our roses are healthy and trustworthy, requiring no petting or coaxing. Why then, take chances? Buy dependable roses like ours at unheard of low prices. Glorious returns assured when you do.

HOW AND WHEN TO PLANT THE "ROSES OF NEW CASTLE"

Our pot-grown rose plants may be planted anytime after severe freezing and heavy frost is past, and on up through the year in May, June, July, August, September—anytime until severe freezing

weather again—**Because they are grown in large pots or crocks,** there is no closed season for planting them. Nursery, field-grown wild root plants must be set out not later than April, while they are dormant (in storage houses). Read our guarantee.

Our plants have no wild roots, suckers or shoots such as are frequently found in the dormant roses, coming from the wild roots. Unless you are experienced, you will eventually have a wild rose plant. Please read "**Rose Growing Made Easy**" on this page, also what U. S. Govt. reports on next page.

Preparation of Soil. Now as to their cultivation. There has been so much misinformation appearing in prominent publications, written by inexperienced and alleged specialists who simply know nothing whatever about the practical side of rose growing, the wonder is that these publications have not done what they are now doing generally, refraining from printing these out-pourings of "chain" writers, some of whom now admit what they have already written has been inconsistent.

(From The Evening Bulletin—Philadelphia,
Sept. 12, 1925)

ROSE GROWING MADE EASY

**Don't Bother with Budding or Grafting.
Briar is Always a Nuisance.**

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

Here are Answers to Your Questions

• • Please Read • •

Your Soil. Good garden soil, such as will grow corn, peas, beans, etc., is ideal. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure if thoroughly rotted will do. If you use chicken, pig, sheep and other animal manure use it sparingly, if at all. Bone meal and air slacked lime may be used lightly. Spade deep—fifteen inches or more if you can, for reasonable drainage and to hold moisture in hot weather.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing ironclad about this. Plant to suit yourself or your space. Plant closer if you want to. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly of course. Mulching with cow manure now will do wonders. Use Stim-U-Plant tablets also, they are very effective.

Winter Protection. Please Read. This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a good covering of soil around the plants, then leaves, litter, straw; heap plenty of soil up around the stalks. Now, here again, is the value of the "ROSES OF NEW CASTLE." Because they are on their own roots, the tops may be completely winter killed, but

they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

PRUNING

When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury **about one-third of their growth in early spring, before they foliage out.**

MILDEW

Mildew does not seriously damage but makes the plant unsightly. The remedy is to dust the foliage in the morning while the dew is yet upon it, with sulphur flour, which may be had at almost any grocery or drug store.

BLACK SPOT

Black Spot is caused as a rule by continuous wet weather or an unfavorable, damp location. Spray with a mixture of Bordeaux, which you can secure at any drug store. It will be found our rose plants are not so affected unless the location is unfavorable.

GENERAL INFORMATION

After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful, but they do best in full sunshine. Do not plant too close to trees or shrubs.

WRITE US IF YOU NEED HELP

Feel free to write us at any time, but please send stamped envelope for reply.

Won't You Please Read These
Planting Instructions?

Hundreds of letters come to us asking about everything that is answered here. Please take time to read.

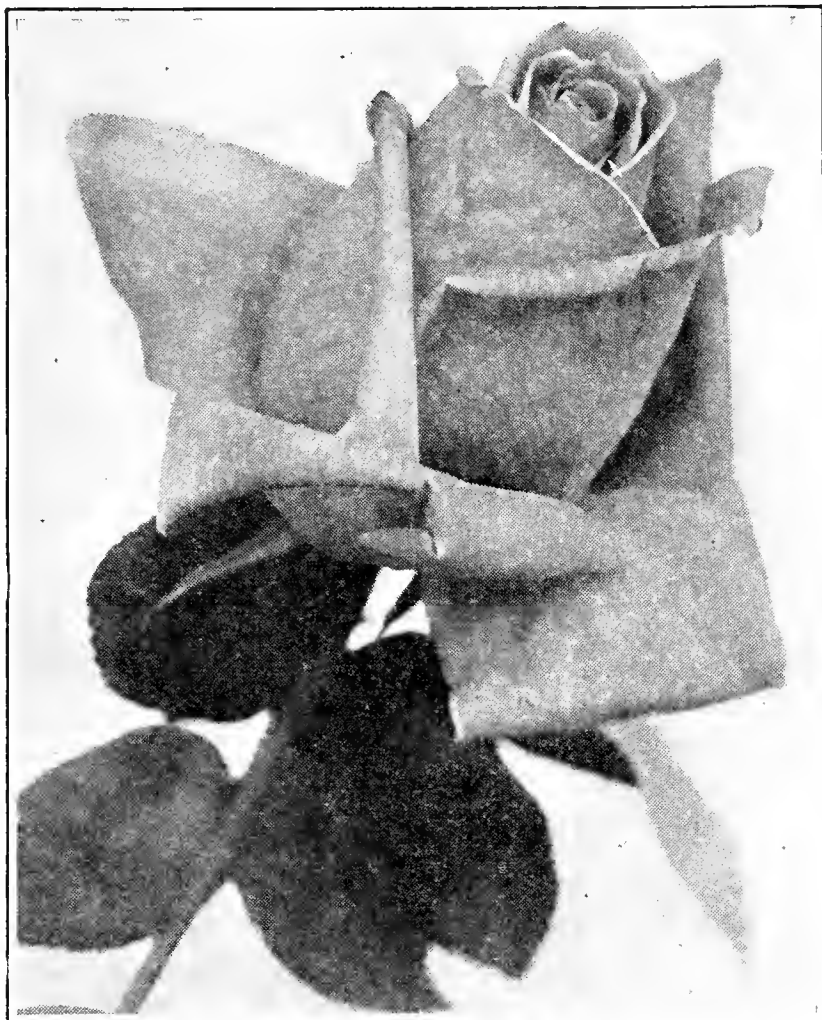
READ WHAT U. S. GOVT. SAYS—In bulletin No. 750, issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDROOT roses, which we **do not** grow, and OWN ROOT roses, **which is our specialty**, and which we have always claimed are the most satisfactory for amateur rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

My personal nomination **for the most gorgeous rose** **I've ever seen is . . .**



P. J. LYNCH, Owner,
Heller Bros. Co., and
introducer of the great
"Pride of New Castle."



"Pride of Newcastle" is Exquisite in the Bud
See it in color on Front Cover Page

The **"Pride of** **New Castle"**

The illustration in color on front cover page gives only a faint idea of the really gorgeous beauty of this great new garden rose of ours. And such exquisite fragrance! There is no way to describe it. One flower is sufficient to scent a whole room with an odor so delicious that words cannot describe it.

Then again it's *hardy everywhere*. In our own garden it came through, unharmed, a winter temperature of 25 degrees below zero—and without the slightest protection too! Some record that. Rose lovers in the coldest climates now can have this beautiful ever-blooming, crimson rose in all its glory.

Our enthusiasm about this brilliant new garden bush rose is unbounded and for good reasons. Imagine a strong, healthy, growing rose bush, 3 to 4 feet high bearing continually, enormous flowers, 5 to 7 inches across, on long stiff stems. The immense flowers are full, deep and double—as many as 50 petals to a flower—the buds are exquisitely formed, long, pointed and always perfect. Foliage large, handsome and healthy.

Outside of that other great crimson rose, "David O. Dodd," no rose compares to "Pride of Newcastle." The color is deep, shining, velvety crimson, and as an added attraction, deep pink flowers sometimes are seen on the same bush bearing the glorious crimson flowers—really two roses in one.

This is an American Rose, far better, we think, than any of the European Novelties we have seen. So "buy American" and get the most gorgeous rose you have ever seen. Usually new roses far inferior to this beauty sell from \$2.00 to \$5.00 each. Look at these prices! Don't miss this opportunity of securing the best in beauty and low prices too.

**SPECIAL BARGAIN PRICES—POTTED PLANTS, OWN ROOTS—LARGE 2-
AND 3-YEAR-OLD PLANTS, 65c each; 2 for \$1.25; still larger, star size,
specimen plants, \$1.00 each; strong 1-year-old plants,
25c each; 3 for 60c—all sent postage paid.**

A MOST POPULAR AMERICAN ROSE ...LOVELY...

"Jeannette Heller"

The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush rose in the world. (Shown in color, second cover page.)

The proof of goodness in anything is the continued demand for it. This great rose of ours stands without a parallel in sales, we believe. Upwards of a million plants has been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us that "**Jeannette Heller**" is one of the most satisfactory and most beautiful of all roses.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

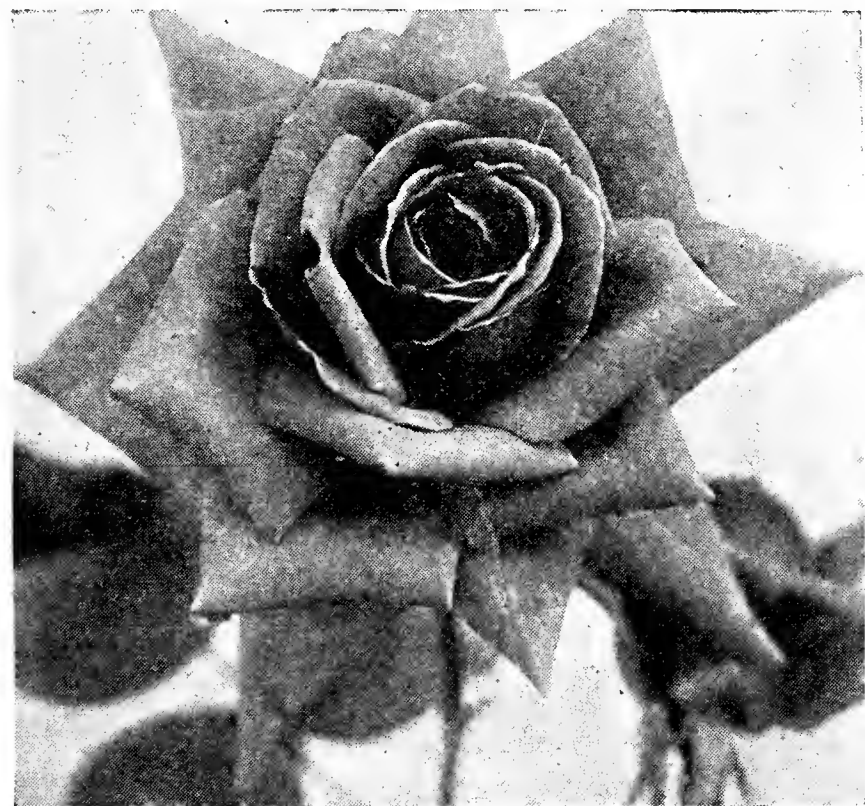
Color indescribable a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous.

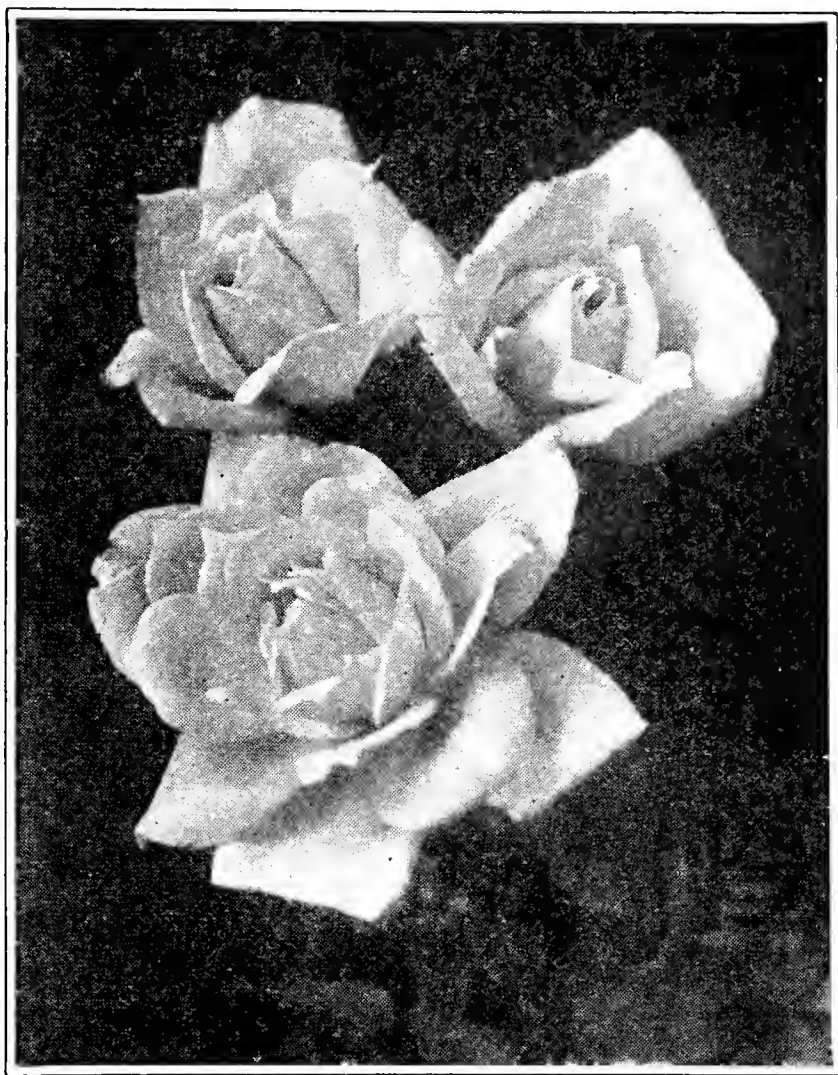
In any size plant it will bloom immediately **this year anywhere**, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Plant it where you will—IT GROWS. IT BLOOMS—and is an everlasting joy to the beginner or amateur. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever.

"Beautiful 'Jeannette Heller' is the pride of my rose garden."—Mrs. S. A., Grand Rapids, Mich.



The Great David O. Dodd



Lovely "Jeannette Heller"

"'Jeannette Heller' is the most beautiful, healthiest rose I have ever seen. I am delighted with it. It was loaded with blooms until Thanksgiving. No amount of money could buy it."—Mrs. C. J. S., Louisville, Ky.

"'Jeannette Heller' has done well and is still beautiful. I bought it from you 18 years ago."—Mrs. C. A. B., Lakewood, Ohio.

THE GLORIOUS DAVID O. DODD

Superb Hardy Crimson Bush Rose

Illustrated in Color, Second Cover Page

A magnificent deep crimson, flushed scarlet, with superbly formed buds on strong, long stems which open into beautiful flowers, immense in size; sometimes 7 inches across with 50 to 60 petals. Always in bloom. The strongest of its color in growth and the best in health; large handsome foliage.

We consider this great rose and our own "**Pride of New Castle**" to be the two best of their color. They are the peers of all other crimson roses. This gorgeous bush rose has no faults; is absolutely hardy.

SPECIAL BARGAIN PRICES, Jeannette Heller, David O. Dodd: Potted plants, own roots, large 2 and 3 year old plants, 65c each; 2 for \$1.25; still larger, star size, specimen plants, 75c each; strong 1 year old plants, 25c each; 3 for 60c, all sent postage paid.



"I want to commend you on your method of packing. All received in perfect condition."
—F. David Sunderland, Cobble Hill Rd., Sayberville, R. I.



New Hardy Everblooming Garden Roses

The yearly crop of new roses brings but few that are worth while. Unless you want to experiment, no need to go outside of what is offered here. Hardiness, health, freedom of bloom, beauty of flavor, and wide range of new color effects—all will be found in our list. All are bush type, hardy garden roses. Hybrid Teas, except as noted.

Talisman

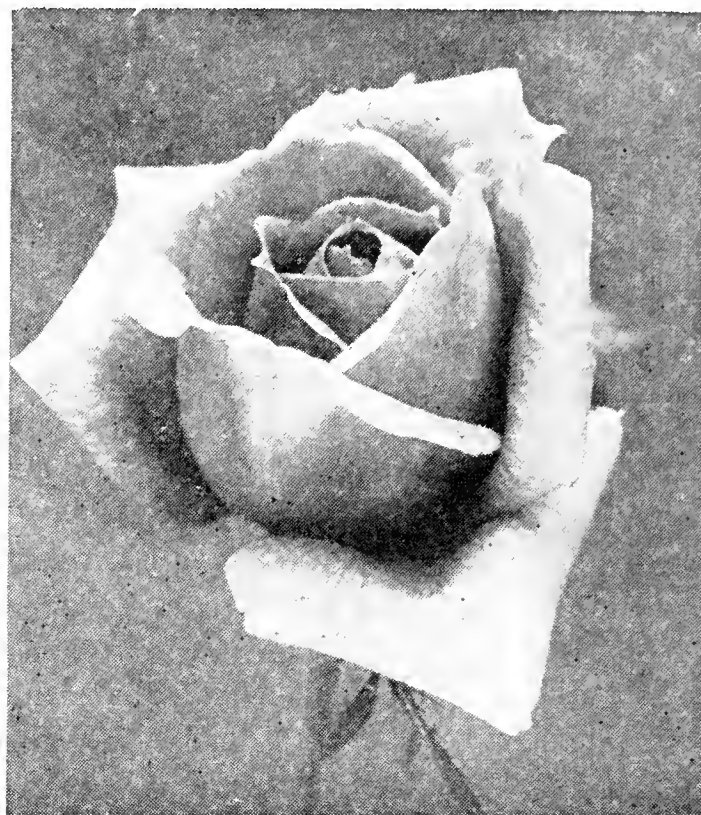
Sensational and world famous new bush rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known. **We offer Talisman only in strong 2-year, pot-grown plants and larger, star-size plants at 65c and 85c each, postpaid.**

President Hoover—New novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange yellow at base of petals, suffused with rose pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects; given highest honors and gold medals everywhere. Very hardy. **Sold only in strong 2-year, pot-grown [plants] and larger, star-size plants at 65c and 85c each, postpaid.**

Crimson Beauty—New. Improved "Gruss an Teplitz." Strong, clean, sturdy, bush. Glowing crimson flowers, borne continuously. Very hardy.



A Great New American Rose, Talisman



Beautiful Mrs. A. R. Waddell

Chaplin's Pink Climber—Pronounced as the best hardy climber introduced in years. Large flowers clear, sprightly pink, borne in immense trusses. A pink "Paul's Scarlet."

Mrs. A. R. Waddell

Rivals "Rev. F. Page-Roberts" better grower. Beautiful buds, large flowers, a very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among roses; too little known. Distinct, strong, free, hardy.

Lady Alice Stanley—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

Roselandia—Dark saffron-yellow. Considered an improved "Ophelia." Sweet perfume.

W. Freeland Kendrick—Buds medium, flowers large, double. Color, flesh deepening to peach in center.

Senator Mascurand—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

Padre—New. Improved "Mme. Herriot." Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds.

Mrs. Henry Morse—Best new two-tone, much sought for. Contrasting shades of pink, glowing yellow undertones. Gorgeous.

Mme. Gregoire Staechelin—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.

NEW LOW PRICES, POSTAGE PAID, of all roses on this page, strong first size plants 25c each, any 5 for \$1.00 postpaid; Strong two-year-old plants, 65c ea., \$7.00 per dozen, assorted; any 3 for \$1.75, prepaid by parcel post. (Former prices 90c and \$1.00 each). Still larger star size plants 85c each; \$9.00 per doz., assorted; any 6 at doz. rate, prepaid by parcel post. All pot-grown on own roots.



NEW ROSES—Continued



The Superb Etoile de Holland

Royal Red—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.

Edel—Bud large, flower large, double, stately; fragrant; white with ivory shading.

Elsie Beckwith—Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.

Duchess of Wellington—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous, free flowering.

Lady Ursula—Pale pink, blooms continuously throughout the summer.

La Champagne—Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

Red Giant—Bears lovely carmine colored flowers throughout the season.

City of Little Rock—Beautiful bright pink. Flowers large. Strong grower, free flowering.

John Cook

Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.

Kootenay—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

Red Columbia—Color brilliant scarlet crimson of exquisite shading.

Courtney Page—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.

Templar—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

Rev. F. Page-Roberts (H.T.)—Similar to Mrs. A. R. Waddell, but Waddell is better—larger flowers, stronger grower. Hard to describe, copper red going to golden yellow, the outside petals a reddish tint. **Two-year-old, pot plants only, prepaid by parcel post, 65c each.**

David O. Dodd—See illustration, second cover page, of this marvelous new crimson rose.

Briarcliff—Great garden rose. Brilliant pink, enormous; highly scented. Healthy, strong growing.

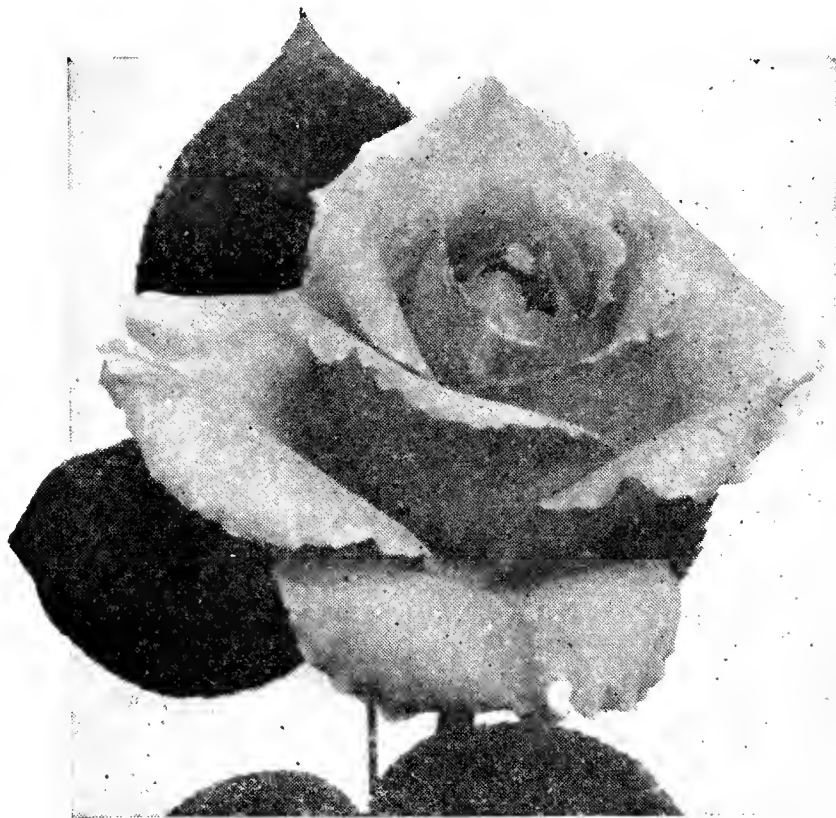
Etoile de Holland

Bright red flowers of good size, fairly full, deliciously perfumed. Regarded as one of the best new roses.

John C. Mensing—Bright shimmering pink shaded golden. Petals large, well formed; gorgeous.

Rose Hill—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

Garden Gem—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.



Great Garden Rose, John Cook

NEW LOW PRICES, POSTPAID, on all roses on this page, except as noted: Strong, first size plants, 25c each, any 5 for \$1.00 postpaid; Strong two-year-old plants, 65c ea., \$7.00 per dozen, assorted; any 3 for \$1.75, prepaid by parcel post. Still larger star size plants 85c each; \$9.00 per doz., assorted, any 6 at dozen rate, parcel post prepaid. All pot-grown on own roots.

Any Two—2 year \$1.00
Roses below for . . . **Post Paid**



Really 3 year old, potted plants. Strong, Sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

Hardy Everblooming Garden Bush Roses

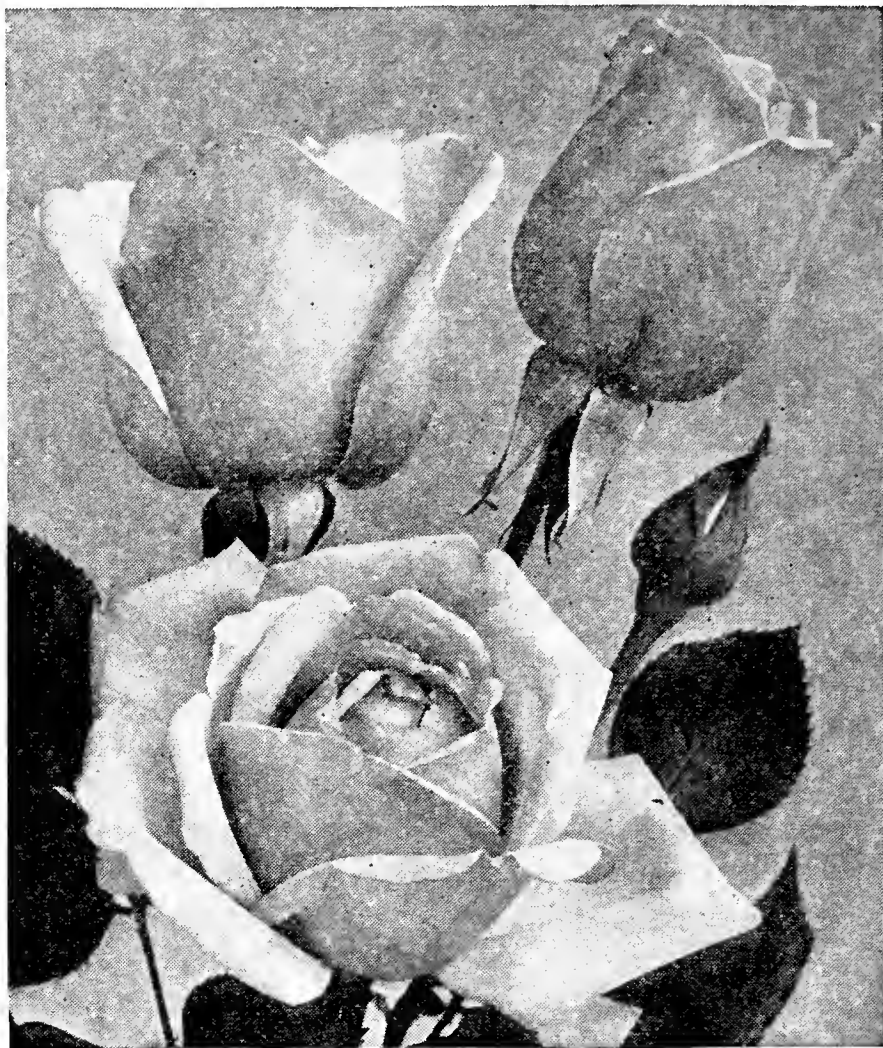
On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent. Any rose not offered in this book will be secured for you at a low price.

Mrs. Aaron Ward—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly-like foliage; always blooming.

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South.



The Great Radiance Roses

It is one of the twelve best garden roses in the world. Very hardy and free blooming.

Sunburst (Giant Yellow)—Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth.

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

Victor—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems. Buds long and pointed opening full and double.

Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.



Brilliant Rhea Reid

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: First size plants, 25c each, any 5 for \$1.00 postpaid. (Former price 30c each). Strong two-year-old plants, 55c each, any 2 for \$1.00, prepaid by parcel post. (Former price 85c and 95c each). Still larger star size or specimen plants at 75c each, \$8.00 per doz. assorted, any 6 at doz. rate, prepaid by parcel post.

Any Two—2 year \$1.00
Roses below for . . . Post Paid



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

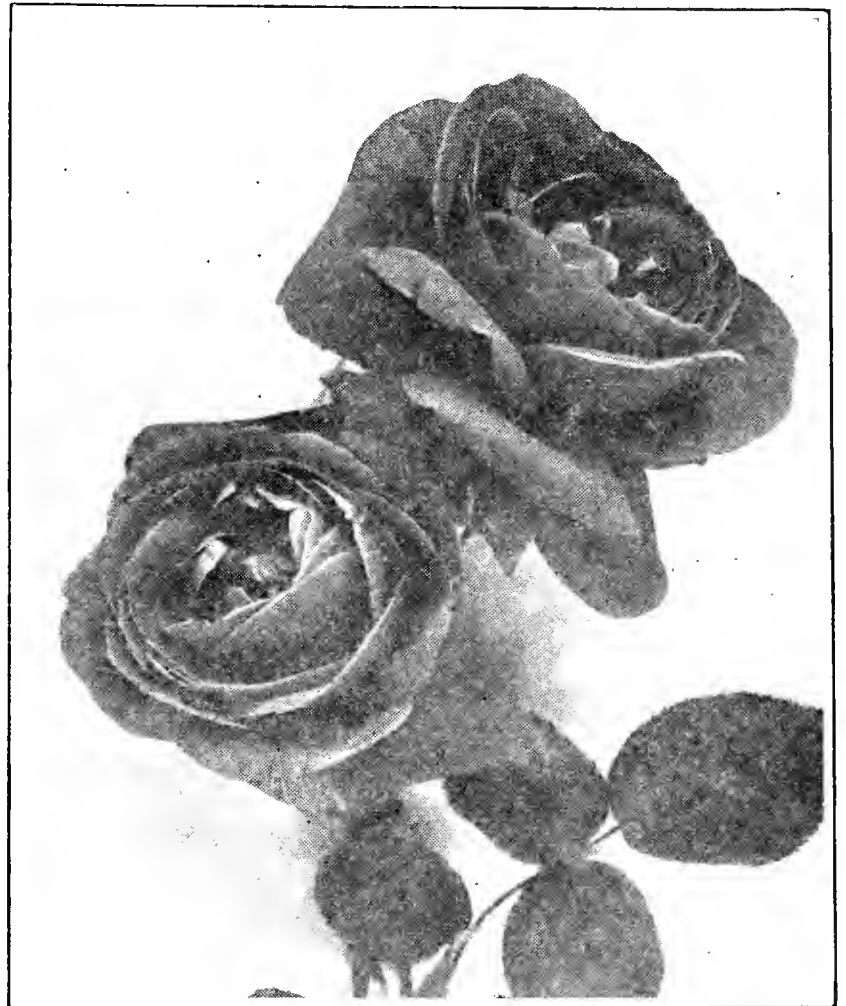
Gen. MacArthur (H.T.)—Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Erect plant, fine foliage. Very good.

Richmond—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous. Free flowering all summer.

Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.

Silver Columbia—An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in **American Beauty**. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.



One of the World's Best, Gruss an Teplitz

Helena Cambier—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose.

Colonel R. S. Williamson—New and lovely satiny-white. deep blush center. Large, free flowering.

Amelia Gude—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

Etoile de France

The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large massive, deep, full cup-formed flowers of clear red or velvety crimson. A superb garden rose.

Mme. Eugene E. Marlitt—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing rose.

Lord Charlemont—Clear crimson, deepening to carmine crimson almost black shadings, large, full, sweetly scented. A magnificent rose.

Crimson Queen—There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom; extremely hardy.



The Peerless Etoile de France

NEW LOW PRICES, POSTAGE PAID, of all roses on this page: First size plants 25c each, any 5 for \$1.00, postpaid. (Former price 30c each). Strong, two-year-old plants 55c each; any 2 for \$1.00, prepaid by parcel post. Star size or specimen plants at 75c each, \$8.00 per doz., assorted, any 6 at doz. rate, prepaid by parcel post. (Former price \$1.00 and \$1.15 each).

Any Two—2 year \$1.00
Roses below for . . . **Post Paid**



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow "American Beauty."

Prince E. C. D'Arenberg—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine disease resistant foliage.

National Emblem—Crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double; fragrant.

American Beauty—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom.



Alexander Hill Gray, Great Yellow Rose

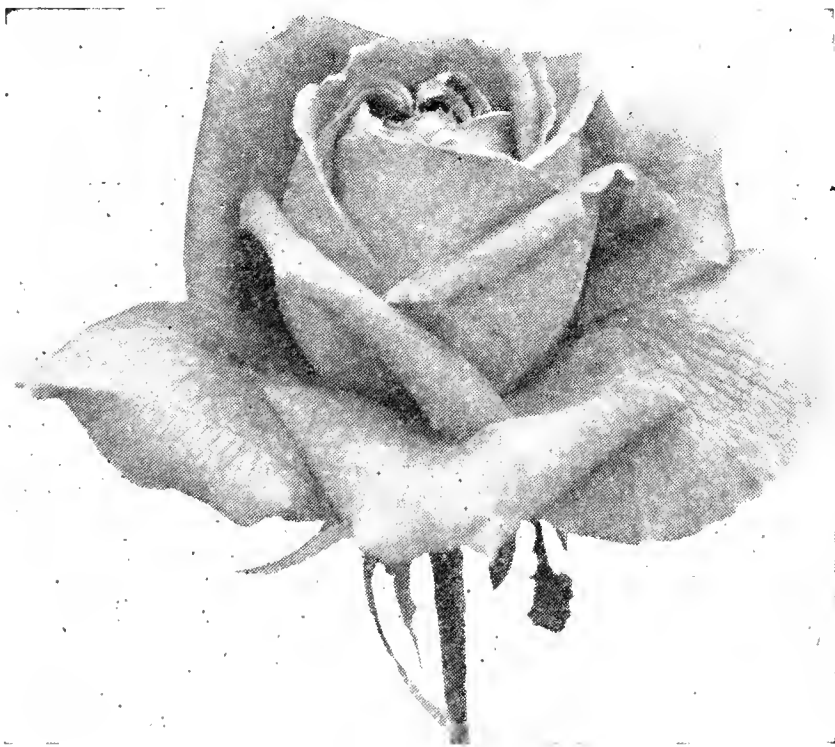
Premier—Blooms immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings.

Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden rose.

Jonkheer J. L. Mock

Gorgeous Giant Pink—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.



Jonkheer J. L. Mock

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size plants, 25c; any 5 for \$1.00, assorted, postpaid; (Former price 30c each); two-year-old plants, 55c each; any 2 for \$1.00, all prepaid by parcel post. (Former price 85c and 95c each). All on own roots. Still larger star size or specimen plants at 75c each, \$8.00 per dozen assorted; any 6 at doz. rate, all prepaid by parcel post.

Any Two—2 year \$1.00
Roses below for .00 Post Paid



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.



One of the Greatest Garden Roses, Columbia

Columbia

Lovely Pink Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

Red Letter Day—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

Francis Scott Key—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double.

Clothilde Soupert—One of the greatest of all bush roses. Has everything—beautiful flowers borne in amazing profusion continually. We could fill a page saying good things about it. A strong dwarf grower, producing clusters of full, double flowers. Color beautiful ivory white, silvery rose center.

Climbing Columbia—Wonderful climber, growing ten to fifteen feet in a single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, ever-blooming, climbing rose. Fragrance delicious.

Miscellaneous Roses

Hermosa—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

Sir Thomas Lipton—Rugosa Rose—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

Henri Martin—Hardy Moss Rose—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

Elizabeth Rowe—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

The Green Rose—A Curiosity—Flowers medium double, pointed, and of the same color as the foliage—*dark pea green*.

Hugonis—Known as the "Golden Rose of China." Very unique, blooming early before all other varieties, bearing masses of single yellow flowers. Extremely hardy.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."
Mrs. T. F., Paris, Illinois.

SCIENTIFIC PACKING—Next to the soil in which a Rose is grown (and our soil is unsurpassed) the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, British Honduras, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland, etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them. All of this means shopping by mail is absolutely safe.

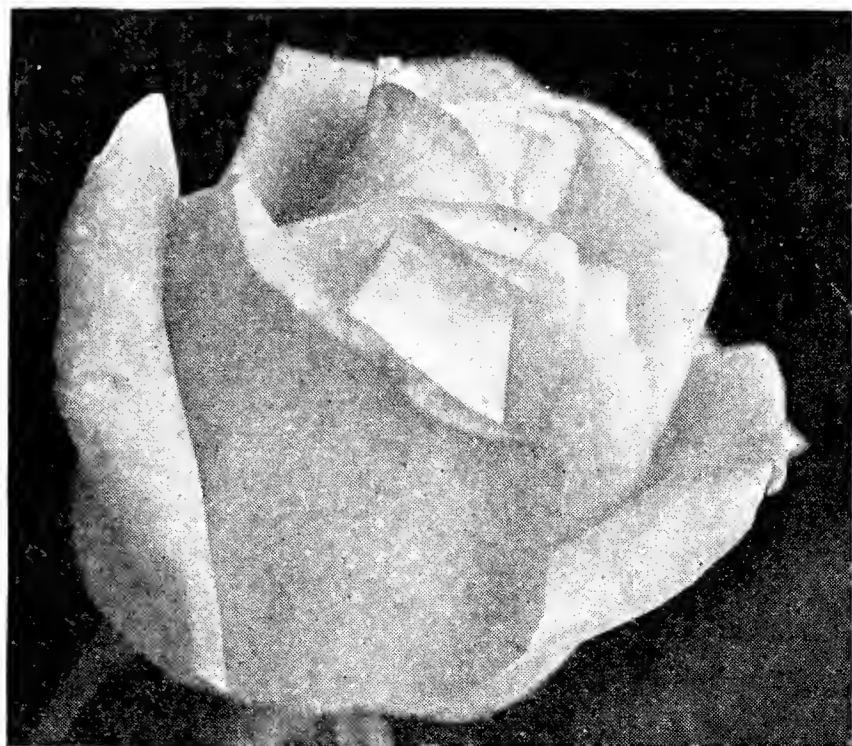
NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00 postpaid; two-year-old plants 55c each, 2 for \$1.00, prepaid by parcel post. Larger star size plants, 75c each, \$8.00 per dozen assorted; any 6 at doz. rate, prepaid by parcel post. All on own roots.

Any Two—2 year \$ **1**.00
Roses below for . . . **Post Paid**



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

Hardy Everblooming Bush Tea Roses



Bridesmaid, Brilliant Pink

Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

Marie Guillot—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

Marie Lambert (Snowflake)—Large, double, creamy-white flowers, produced in marvelous profusion.

Columbia Set of Roses

5 Beautiful Roses Postpaid 75c

Columbia—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

Kaiserin Augusta Victoria—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

Mrs. B. R. Cant—Beautiful, deep pink with silvery center. Double.

Mme. Francisca Kruger—Flowers very large. Color salmon, deeply shaded coppery yellow.

Alex. Hill Gray—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 75c prepaid by parcel post. Two year old pot grown plants, \$2.50 postpaid.

To this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

Etoile de Lyon

(STAR OF LYON)

Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and *Alexander Hill Gray* are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are many roses in commerce but none to compare with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.



The great yellow rose, Etoile de Lyon

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size pot-plants, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 55c each, any 2 for \$1.00, parcel post prepaid. All on own roots. Large specimen star size plants 75c each, \$8.00 per doz., prepaid by parcel post, any 6 at doz. rate.

Any Two—2 year \$1.00
Roses below for . . . **Post Paid**



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

HARDY EVERBLOOMING GARDEN BUSH ROSES (TEAS)—Continued

Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

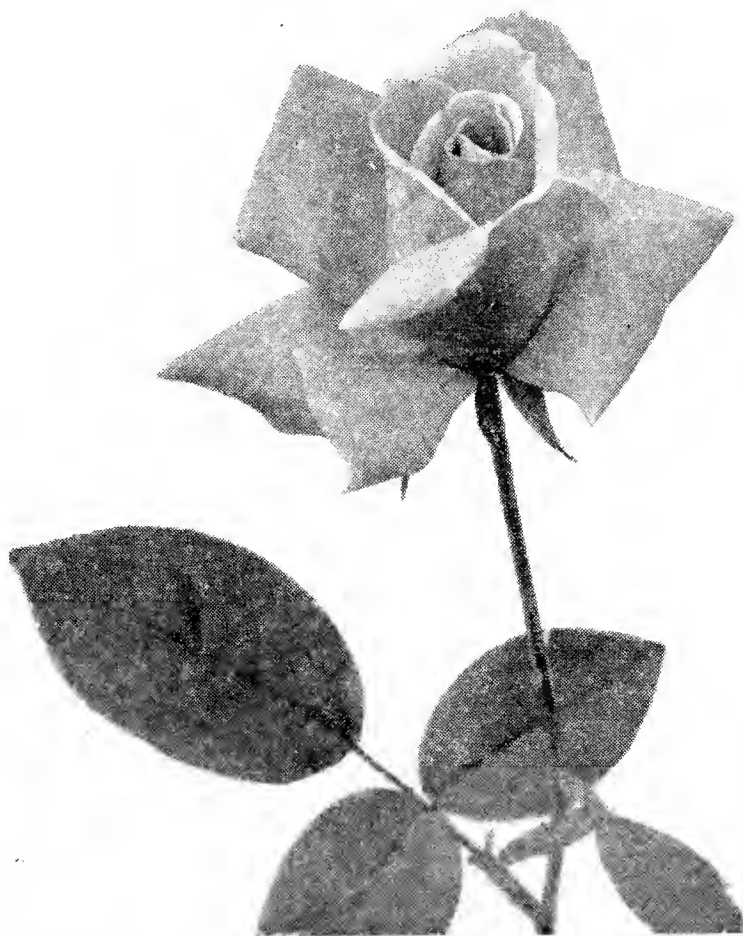
The Bride—There is no other white rose more satisfactory than the "Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

Mrs. B. R. Cant—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

Wm. R. Smith—The soft blending of the salmon-pinks, rose pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

Cornelia Cook—Flowers borne in great profusion; color exquisite pure creamy white, tinged with lemon and blush. A very desirable garden rose.

Mme. Francisca Kruger—This beautiful rose is of strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.



Beautiful Lady Hillingdon

50c Collection No. 16 50c

Fifty cents buys 4 hardy Hybrid Tea Roses, our selection; beautiful colors, all labeled, postpaid.

"I truly believe there is no other firm in the world that can equal the all around quality of the roses received from you. Each and every plant produced wonderful results. I wish I could tell every rose buyer about them."—E. T. C., Portland, Maine.



Our Dainty Baby Doll Rose

Dainty "Baby Doll"

Exquisitely Beautiful—Colors Rival the Rainbow
Our Sensational New Hardy Everblooming Bush Rose

This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. *It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming!* In hardiness and health it is superb, exquisitely formed, dainty and beautiful. *The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful rose!"* Perfectly hardy everywhere. Still in bloom today in the writers garden. (November 20th).

NEW LOW PRICES, POSTAGE PAID, of above roses: Strong, first size, pot-plants, 20c each, any 3 for 50c, postpaid; extra heavy, two-year-old plants 55c each, any 2 for \$1.00, by parcel post prepaid. Large specimen star size plants 75c each, \$8.00 per doz., assorted; any 6 at doz. rate, prepaid by parcel post. All pot-grown on own roots.

SPECIAL OFFER

Cochet Roses, one each, 5 in all 85c, postpaid; extra strong two-year-old plants 5 in all \$2.50 by prepaid parcel post; still larger, star size, 5 in all, \$3.50 prepaid by parcel post.

PLEASE ORDER AS THE "COCHET SET"



The Beautiful Cochet Roses

The Great Hardy Cochet Bush Roses

**Here Is a Complete Rose
Garden in Itself**

2 Two-Year, \$1; 5 One-Year, 85c

The Cochet Roses are among the greatest of all hardy everblooming bush garden roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. Flowers are superb. Always in bloom the summer through.

Pink Maman Cochet—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

Crimson Maman Cochet—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

White Maman Cochet—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

Red Maman Cochet—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

Yellow Maman Cochet—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest yellow Roses.

Pink Killarney

Strong, sturdy and upright, with fine heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant shell-pink; hardy everywhere.

Mme. Jenny Gillemot—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

White Killarney—Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds, so distinct that everyone knows it by its shape.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: First size plants 20c each, any 5 for 85c, postpaid; strong, two-year-old plants, 55c each, any 2 for \$1.00, prepaid by parcel post. Still larger star size or specimen plants 75c each, \$8.00 per doz., assorted, any 6 at doz. rate, prepaid by parcel post, all pot-grown, on own roots.

Any Two—2 year \$1.00
Roses below for . . . **1** Post Paid



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

Miniature or Baby Roses

Dainty, perfectly formed, just like their big sisters, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.



Dainty Baby Roses

George Elger—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

Miss Edith Cavell—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

Ideal—Enormous heads of blooms of intense, deep garnet.

Anny Muller—Flowers shiny, brilliant pink, produced in profusion all summer.

Marie Pavie—Medium size, very full and double; borne in large clusters, white flushed carmine. Shapely plants.

Ellen Poulson—Dark brilliant pink, borne profusely.

White Baby Rambler (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

Baby Tausendschon—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

Red Baby Rambler—Beautiful clusters of bright red flowers, borne in the greatest profusion.

Chatillion—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

Mlle. Cecile Brunner—Rosy pink on rich creamy white ground. Perfect miniature flowers.

La Fayette—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

Gruss an Aachen—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average Polyantha.

Hardy Hybrid Perpetual Roses

This class with varieties described below, is noted for its extreme hardiness. Especially adapted to northern climate. Known as the old-fashioned "June Rose." Large flowers. In these varieties we offer strong 2 and 3 year old plants and star or specimen plants only. See prices below. Please don't order 1 year old plants.

Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color. Practically an ever blooming rose, producing flowers as a rule, throughout the entire season, especially in the late fall.

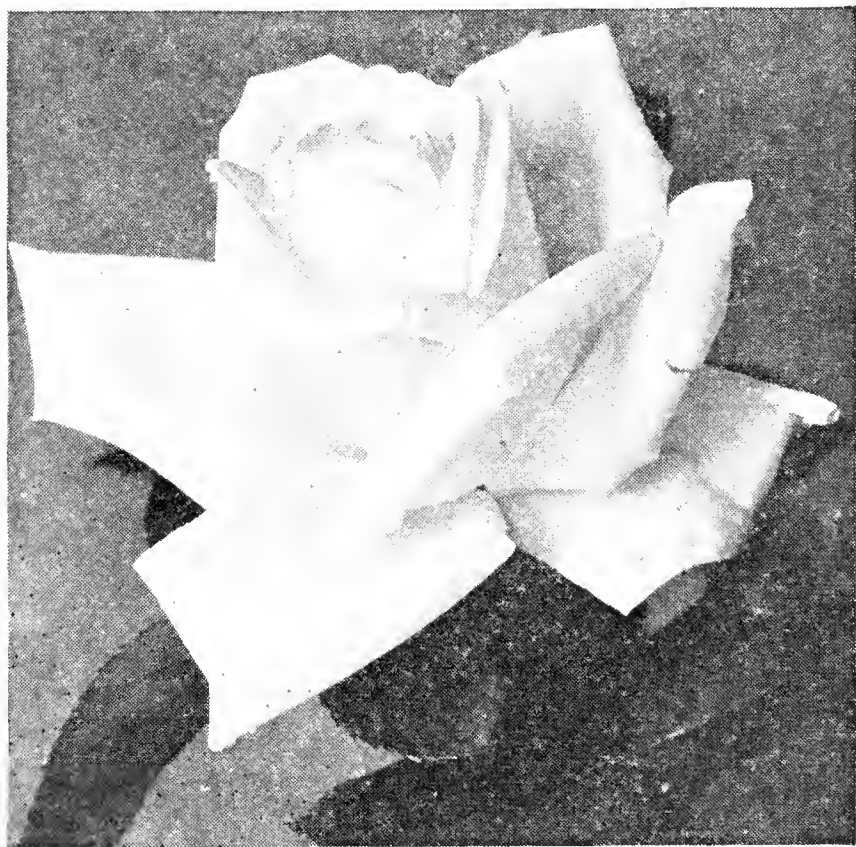
Gloire Lyonnaise—Flowers large and full; color white, base of petals canary. Tea scent.

General Jacqueminot—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

J. B. Clark—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

Anne de Diesbach (Glory of Paris)—Lovely brilliant carmine, long pointed buds, and large, finely formed flowers.

Paul Neyron—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double.



Frau Karl Druschki

NEW LOW PRICES, POSTAGE PAID, on all roses on this page, except Hybrid Perpetuals: Strong one-year-old plants, 20c each, any 3 for 50c. postpaid; extra large heavy two-year-old plants 55c each, any 2 for \$1.00, postpaid by parcel post. Star size, specimen plants, 75c each, \$8.00 per doz., assorted, by parcel post prepaid, any 6 at doz. rate. All pot-grown on own roots.

Any Two—2 year \$ **1**.00
Roses below for... Post Paid



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose **Gruss an Teplitz**, but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously throughout the growing season. One of the world's greatest everblooming pillar type climbing rose; hardy everywhere.

Marechal Niel—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

Mrs. Robert Peary (Climbing Kaiserin Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

Climbing Cecile Brunner—Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

Climbing White Maman Cochet—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

Climbing Pink Maman Cochet—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

The Cherokee Rose—The bushes bear large pure white roses in great profusion.

Climbing Sunburst—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

Climbing Helen Gould—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm watermelon red. Superior.



Climbing Gruss an Teplitz, Vivid Crimson

Fortune's Double Yellow (Beauty of Glazenwood)—Bronze-yellow or coppery and fawn color.

Freedom—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

Climbing Rhea Reid—Same as "Rhea Reid" except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

Climbing Clothilde Soupert—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

Belle of Portugal—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size pot-plants, 20c each, any 3 for 50c, postpaid; extra heavy two-year-old plants, 55c each, any 2 for \$1.00, prepaid by parcel post. Larger plants, star size, 75c each, \$8.00 per doz., assorted; any 6 at doz. rate, by parcel post.

Any Two—2 year \$ **1**.00
Roses below for . . . **1** Post Paid



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.

Hardy Climbing Roses

Hardy everywhere without protection, requiring little attention, blooming gorgeously in early summer. Once planted last a lifetime. For climbing over porches, garages, trellis, embankments, cemetery planting, for screening unsightly places or single specimens they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

Keystone

(See Color Illustration Second Cover Page)

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. **The only hardy deep yellow Everblooming climber we know of.** This is a really great Rose. Don't miss it.

Dr. W. Van Fleet—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

Dorothy Perkins—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.

Bess Lovett—Flowers fragrant, clear bright red, good size, double.

Heart of Gold—Hardy Climber. Crimson with white at base of petals.

Excelsa—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

Gardenia (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

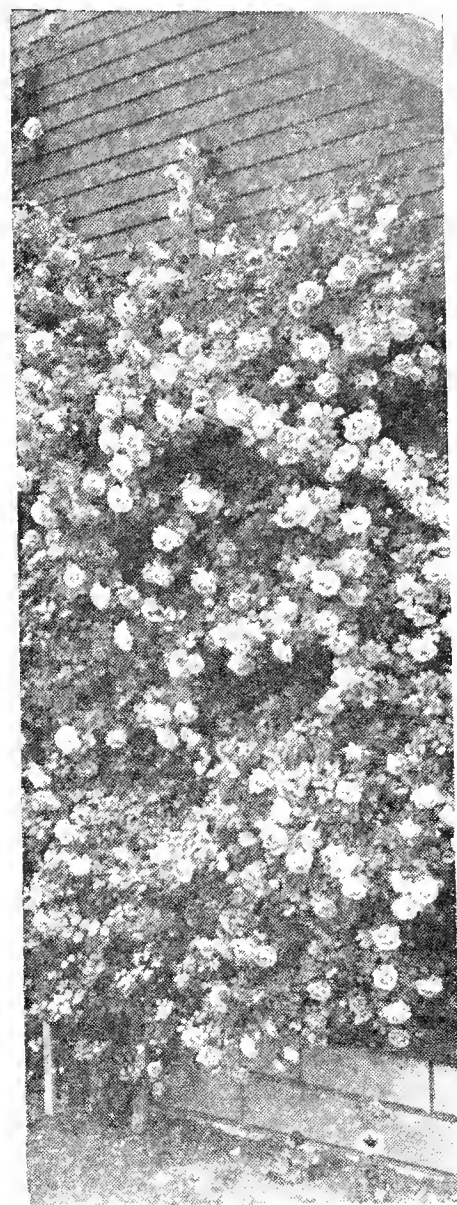
White Dorothy Perkins—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.

Silver Moon—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

Mary Lovett—Hardy as an oak, a grand rose wherever an absolutely hardy, white climbing rose is wanted.

American Pillar—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

Jacotte—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.



Keystone, our Superb Free Blooming Climber



Excelsa, the Improved Crimson Rambler

Mary Wallace—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

Eugene Jacquet—Immense trusses of fragrant cherry-red flowers in profusion.

Emily Gray—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

Alberic Barbier—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

Christine Wright—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

Violette—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

Aunt Harriet—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size pot-plants, 20c each, any 3 for 50c, postpaid; extra heavy two-year-old plants, 55c each, any 2 for \$1.00, prepaid by parcel post. Larger plants, star size, 75c each, \$8.00 per doz., assorted; any 6 at doz. rate, by parcel post.

Any Two—2 year \$ **1**.00
Roses below for . . . **Post Paid**



Really 3 year old, potted plants. Strong, sturdy, on own roots at little more than former prices for 1 year plants. This great stock must be moved. Order Today! See detailed prices bottom of page.



Paul's Scarlet Climber

The Great Climbing American Beauty Rose

*A Most Sensational New Arrival Among
"The Roses of New Castle"*

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "**American Beauty**," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. *Ours is the genuine stock. Absolutely true to name, on its own roots.*

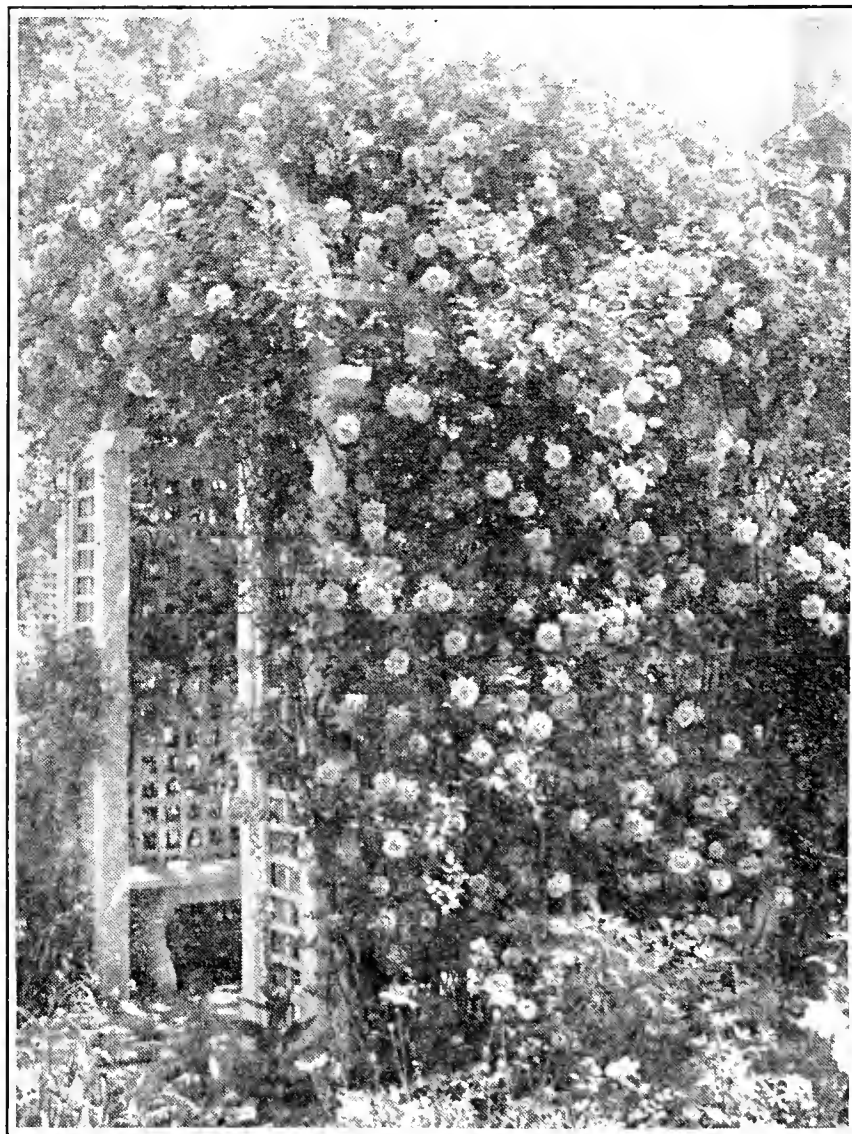
Flaming Paul's Scarlet Climber

This great new climbing rose is one of the few best roses for home planting. Blooming freely early and then frequently in late fall. Color a flaming scarlet, a new and striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight.

Tausendschon (Thousand Beauties)—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers.

Rosarie (Pink Tausendschon)—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.

Birdie Blye—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.



The Great Climbing American Beauty

NEW LOW PRICES, POSTAGE PAID, on all roses on this page: Strong, first size pot-plants, 20c each, any 3 for 50c, postpaid; extra heavy two-year-old plants, 55c each, any 2 for \$1.00, prepaid by parcel post. Larger Plants, star size 75c each, \$8.00 per doz., assorted; any 6 at doz. rate, by parcel post.

Buy Chrysanthemums Now at \$1 Doz.

WILL BLOOM THIS YEAR

Gorgeous Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. A superb collection of fine, large flowering plants.

Price of all Chrysanthemums on this page, strong plants, 15c each, any 2 for 25c; any 5 for 50c; \$1.00 per doz. ppd.

Oconto—Pure white, large blooms.

Golden Chadwick—Handsome yellow. Incurved.

Pacific Supreme—Fine large pink.

Charles Rager—A pure white variety, early.

Roman Gold—Superb yellow, early.

Rose Chochard—A very large dark pink.

White Chieftan—Medium size, white.

Betsy Ross—Incurved white.

Harvard—Late, dark velvety crimson. Double.

Silver Sheen—Beautiful, large white.

Seidewitz—Large, beautiful creamy white.

Richmond—Fine, large, deep orange yellow.

Above are large flowering kinds.

Pink Chieftan—Medium size, pink.

Major Bonnafon—Fine, incurved yellow.

Golden Glory—Shining gold, full and big.

Sunbeam—Late. Bright yellow. Fine

Sun Glow—Early incurved. Bright yellow.

Pink Mistletoe—Very large, pink, very late.

C. C. Pollworth—Choice early yellow.



New Castle Chrysanthemums

8 SUPERB COLLECTION 75c Post Paid SPLENDID VARIETIES

Harvard—Magnificent deep crimson.

Pacific Supreme—Large pink.

Unaka—Beautiful lavender-pink.

Charles Rager—Large, incurved white.

Gold Lode—Large golden yellow.

Oconto—Large white.

Golden Glory—Bright golden yellow.

Yellow Frost—Light yellow.

SPECIAL OFFER—One each of the eight magnificent "Mums" described above prepaid for 75c.

ORDER AS "SUPERB COLLECTION"

5 POMPON SET OF 50c Post Paid MUMS

Diana—The best pure white.

Mrs. Buckingham—Single rosy pink.

Klondike—Gorgeous bronze-yellow.

Lillian Doty—Shell pink.

Miramar—Splendid bronze.

SPECIAL OFFER—One each of the above five Pompon "Mums" for 50c prepaid.

PLEASE ORDER AS "POMPON SET"

Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best.

Sunshine—Crowded sprays of intense yellow.

Christmas Gold—Bright golden yellow.

Mrs. Buckingham—Single rosy, pink, yellow center.

Miramar—A fine bronze. Incurved petals.

New York—Handsome golden bronze.

Red Doty—Bright red.

Lillian Doty—Incurved soft pink.

Klondike—Brilliant yellow.

Hilda Canning—Brilliant bronze.

Godfrey—Late, light pink.

Uvalda—Very early. Pure white.

Golden Feather—A rich reddish bronze.

Frau Beau—A pretty yellow brown.

Red Beau—Deep reddish brown.



A recent photograph of typical Pompon Chrysanthemums, hardy, everlasting and beautiful

The Best in Dahlias

**You'll be delighted with
every Dahlia in this list**

The gorgeous beauty of the present day Dahlia is almost unbelievable. We offer a limited number of the very latest varieties, which is impossible to describe. Varieties like **Pride of California**, **Copper Bronze**, **Jane Cowl**, **Tulla**—You have to see them to appreciate how magnificent they are. Dahlias require just ordinary good garden soil, plenty of sunshine. Plant after danger of frost is over. Don't use too much manure in soil. Plant about 5 or 6 inches deep, cover with about 3 inches of soil. Prices include postage prepaid for strong divisions.

Pride of California—Giant flower, dark crimson. Really gorgeous. **50c each.**

Copper Bronze—Immense flowers, 6 to 7 inches across. Coppery tints impossible to describe. **40c each.**

Purple Pom Pon—Beautiful purple, double flower. Resembling a Zinnia. **35c each.**

Tulla—Another immense, lavender flower just impossible to describe. **35c each.**

Mrs. I. D. Ver Warner—Large flower. Clear mauve or orchid pink. Superb. **30c each.**

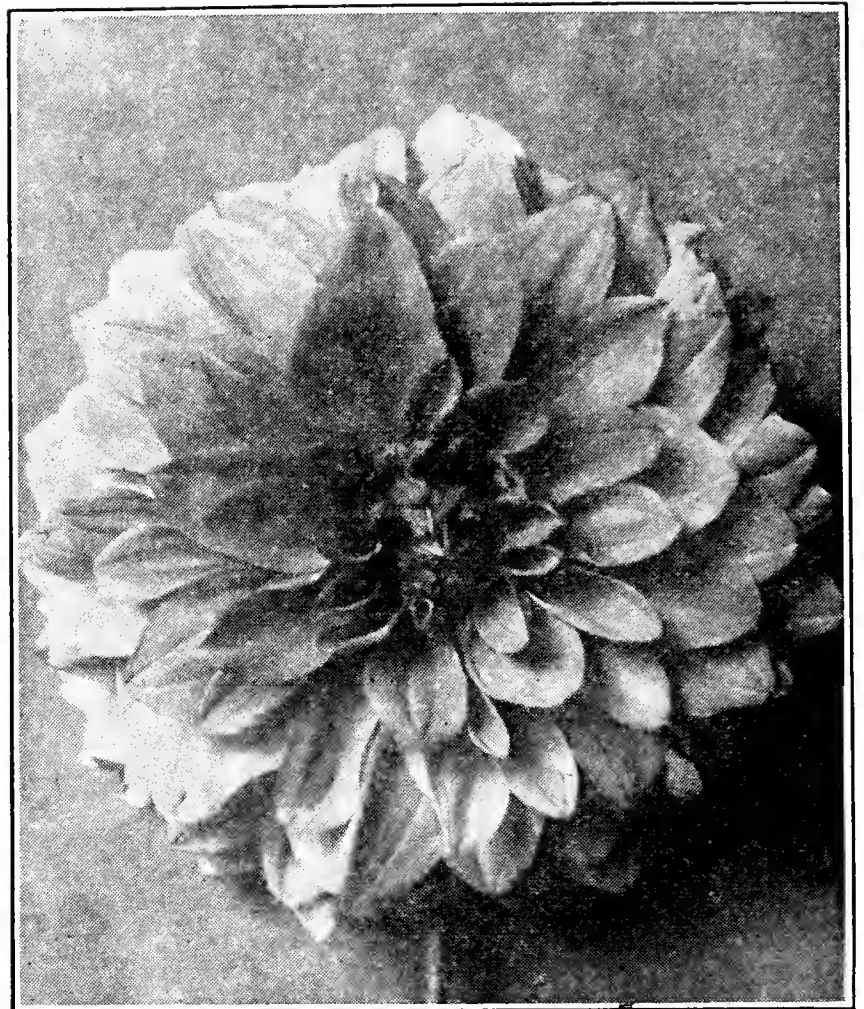
Bonny Blue—Real oddity; flower of a distinct blue. Most attractive flower. **30c each.**

Little Johnnie—A fine brick red color effect. Flower of the pom-pon type. **25c each.**

Amber Queen—Immense, lightish yellow or amber. A glorious flower. **35c each.**

Amun Ra—The great gold medal Dahlia. Immense grower, flowers 8 inches across. Gorgeous shades of copper, orange and bronze. Nothing like it. **50c each.**

City of Trenton—Another beautiful variety. Large garden pink flower. **35c each.**



Giant Copper Bronze, Greatly Reduced in Size

Jane Cowl—A beautiful old gold with a bright salmon tint at center. Gorgeously beautiful. **75c each.**

Catherine—The most perfect yellow pom-pon. Strikingly beautiful. **25c each.**

Magnificent Peonies

Without question the most glorious flower in the garden. Once planted they last a lifetime. Stand the severest winters without protection. Even when not in bloom the Peony is decorative in the extreme.

Price all Peonies, in large two and three eye roots, 40c each, any 3 for \$1.00, postpaid.

Edulis Superba—Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

American Beauty—Immense, brilliant crimson. Nothing to equal it.

Duchess de Nemours—Sulphur-white, changing to pure white. Double. Early.

Candidissima—Creamy-white, sulphur yellow center.

Rosea Elegans—Soft rose-pink. Large, full, double.

Nobilissima—Dark violet red. A very beautiful variety.

Festiva Maxima—White, red in center. Very large and fine.



Peony, Festiva Maxima

Great American Shrub, Everblooming Hydrangea

See Color Illustration, Third Cover Page

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

Price: One-year old, 25c each, 5 for \$1.00, postpaid; 50c each or 5 for \$2.00, for 2-year old plants, postpaid.

Lilium Regale

See it in Color, Third Cover Page

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily, lasts a lifetime, flowering about July 1. The easiest Lily to grow.

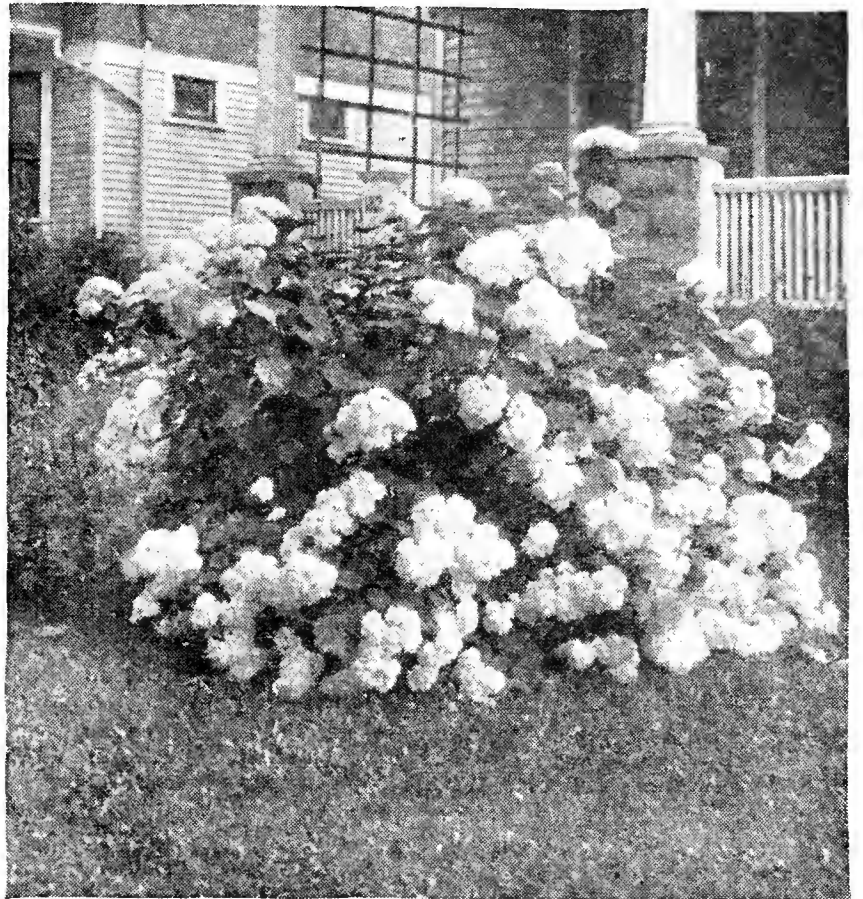
Price: 25c each, 5 for \$1.00; \$2.25 per doz., postpaid.

Buddleia—Butterfly Bush

See it in Color, Third Cover Page

Most beautiful of all hardy decorative shrubs. The long flower spikes are made up of numerous small florets somewhat on the order of a Lilac. The color is a beautiful shade of lilac shading to lavender, and the plant is a mass of bloom from June until frost. This, and Everblooming Hydrangea, offered elsewhere, are the most outstanding of hardy shrubs.

Price: Strong plants, 25c each, 3 for 50c; heavy 4-year-old field grown plants, \$1.00 each, 4 for \$3.00, postpaid.



Great American Shrub, Everblooming Hydrangea

Miscellaneous Plants

Fuchsias—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings.

Sansevieria—Ideal decorative plant of beautifully striped leaves, white on dark green ground. Stand more hardship than any other house plant.

Otaheite Orange—A dwarf reproduction of the genuine fruit bearing orange tree, the flowers being identical. Fragrance is delicious. Fruit measures 3 in. in diameter and is edible. **35c each, postpaid.**

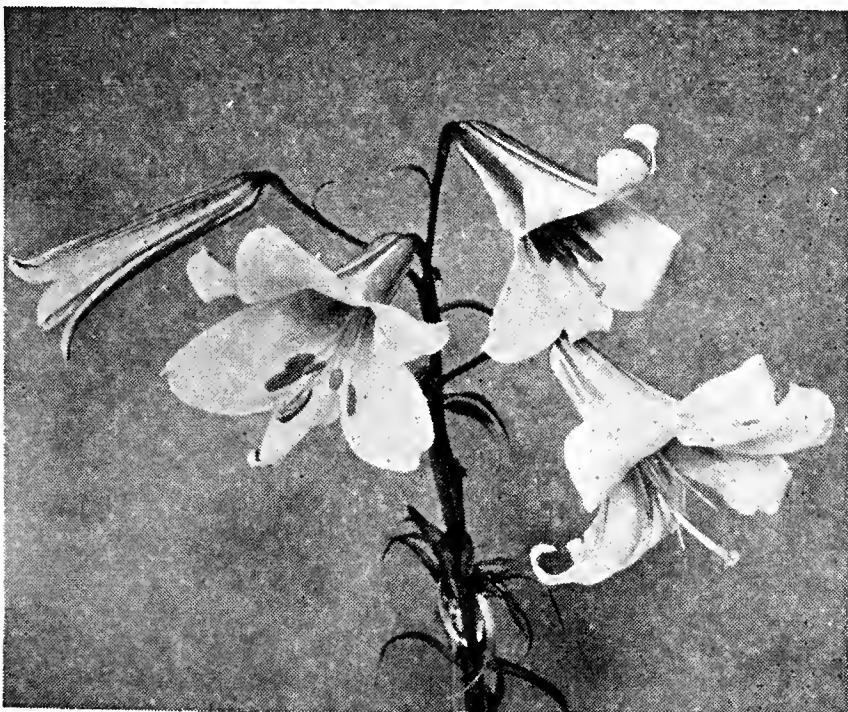
American Wonder Lemon—Pure white flowers, as large as tuberosa blooms, fragrant as orange blossoms. Large fruit, full of rich juice. **50c each, postpaid.**

English Ivy—A splendid evergreen climber with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support.

Asparagus Sprengeri—For pots, vases or hanging baskets. The long slender branches droop most gracefully, clothed with feathery, emerald green fronds. One of the best for window box.

Asparagus Plumosus—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration.

Price of all miscellaneous plants above, except where noted, 20c each, 3 for 50c, postpaid.



New Hardy Lily, Regale

● Permanent Hardy Phlox ●

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

R. P. Struthers—Salmon, claret red eye; tall.

Rosenberg—Purple, red eye.

Ferdinand Cortez—Tall, deep crimson.

Rynstrom—Rosy pink, fine for massing.

Pantheon—Soft salmon rose. Beautiful.

Champs Elysee—Purple.

Europa—Pure white, crimson carmine eye.

Athis—Deep, clear salmon.

Rheinlander—Salmon pink, claret red eye.

Terre Neuva—Lavender, dwarf grower.

Mrs. Jenkins—Best tall early white variety.

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 20c each, 6 for \$1.00; \$2.00 per dozen, postpaid. One each, 10 Phlox above, \$1.50 postpaid.

I love the Jeannette Heller Rose—its color and form are beautiful—E. N. H., Montgomery, Ala.



Phlox, Mrs. Jenkins

● New Gorgeous German Iris ●

In An Astounding Range of Colors



German Iris

Iris or Fleur-de-lis is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

Caprice—Cerise, deeper falls, early.

Caterina—Standards light blue, falls lilac; very large; very tall.

Crimson King—Rich claret purple.

Dr. Bernice—Standards coppery bronze falls rich velvety crimson. Extra fine.

Honorabilis—Golden yellow and crimson brown.

Madame Chereau—White frilled edges beautifully penciled violet-blue.

Queen of May—Lilac pink, large; midseason. Beautiful tall growing variety.

Speciosa—Lavender and reddish purple.

Sherwin Wright—Fine bright yellow.

Walhalla—Standards violet, fall purple.

Price of all Iris: Strong plants, 15c each; 4 for 50c; set of 10 varieties above, \$1.00 postpaid.



"Roses received in excellent condition. They are so large and so nice and fresh I cannot resist ordering some more. I cannot speak too highly of your roses."

—R. C. E., Cincinnati, Ohio.



12 wonderful Canna Lilies for \$1.00

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Price on all Cannas: strong roots, any 5 for 50c; \$1.00 per doz. assorted; \$7.50 per 100, post-paid. Single roots, 15c each.

President—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

King Midas—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

King Humbert—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

Miss Theo. Hall—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

Wintzer's Colossal—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

Charles Henderson—Brilliant crimson. 5 feet.



Our Cannas Give Gorgeous Bedding Effects. Plant a dozen!

Eureka—The best and only real white, very rare. Large substantial flowers freely produced on vigorous upright stalks. 4½ feet.

Mrs. Alfred F. Conard—4 feet. Color, a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

Price all Geraniums, large thrifty plants for immediate effect, 15c each, 2 for 25c, 4 for 50c; \$1.40 per dozen, in one or assorted varieties, postpaid.

A. Brown—Magnificent rosy crimson, fine.

Frau Perkins—Beautiful cerise pink, white center

Mme. Barney—Famous double pink, of a lively shade; exquisite.

La Favorite—Double, pure white. The leader. Very attractive.

Alphonse Ricard—Double, bright vermillion.

Jean Viaud—Double, bright, clear shade of mauve-rose, shading to a white throat.

S. A. Nutt—Double, dark red. Free bloomer. None better.

Scarlet Bedder—Scarlet.

Improved Poitevine—Salmon pink.

Red Barney—Red; strong grower.

Sweet Scented—Delicious rose scented; an exquisite variety.

American Beauty—Beautiful crimson.



Geranium, Jean Viaud

Carnations, The Divine Flower, \$1 doz.



New Castle Carnations

Just think what pleasure you can get from a dozen fine plants of these lovely cut-flower carnations. Blooms cost from two to three dollars a dozen in florist shops.

You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

Betty Lou—Superb, new, deep pink. Immense flowers.

Pink Abundance—Great new pink, large.

Aviator—Best standard crimson.

Spectrum—A brilliant, rich scarlet; a good grower.

Pink Enchantress—Large, deep pink.

Radium—Beautiful, red fine large bloom.

Golden Glow—Bright yellow; always blooming.

Arctic—Fine white, large flowering.

Ivory—Beautiful creamy white.

Cheerful—Deep pink, large flowers.

Harvester—Beautiful ivory white; large.

15c each, 2 for 25c, 5 for 50c, 12 for \$1.00 postpaid.

Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into summer.

Price of named varieties of Gladioli: Any 2 for 15c, any 6 for 35c; 60c per dozen, all postpaid by mail.

Wilbrink—Lavender pink, early, very beautiful.

Le Marechal Foch—Rose-pink. An improved America. Large flowers and very early.

Prince of Wales—Flowers are large and color is most charming coral pink.

Schwaben—Clear canary-yellow shading to soft sulphur. Large flower stalk and wonderful blooms.

Mrs. Francis King—Brilliant vermilion scarlet.

E. J. Shaylor—Tall, beautiful, pure deep rose-pink.

Evelyn Kirtland—Rosy-pink, with shell pink center, brilliant blotches on lower petals; tall spike.

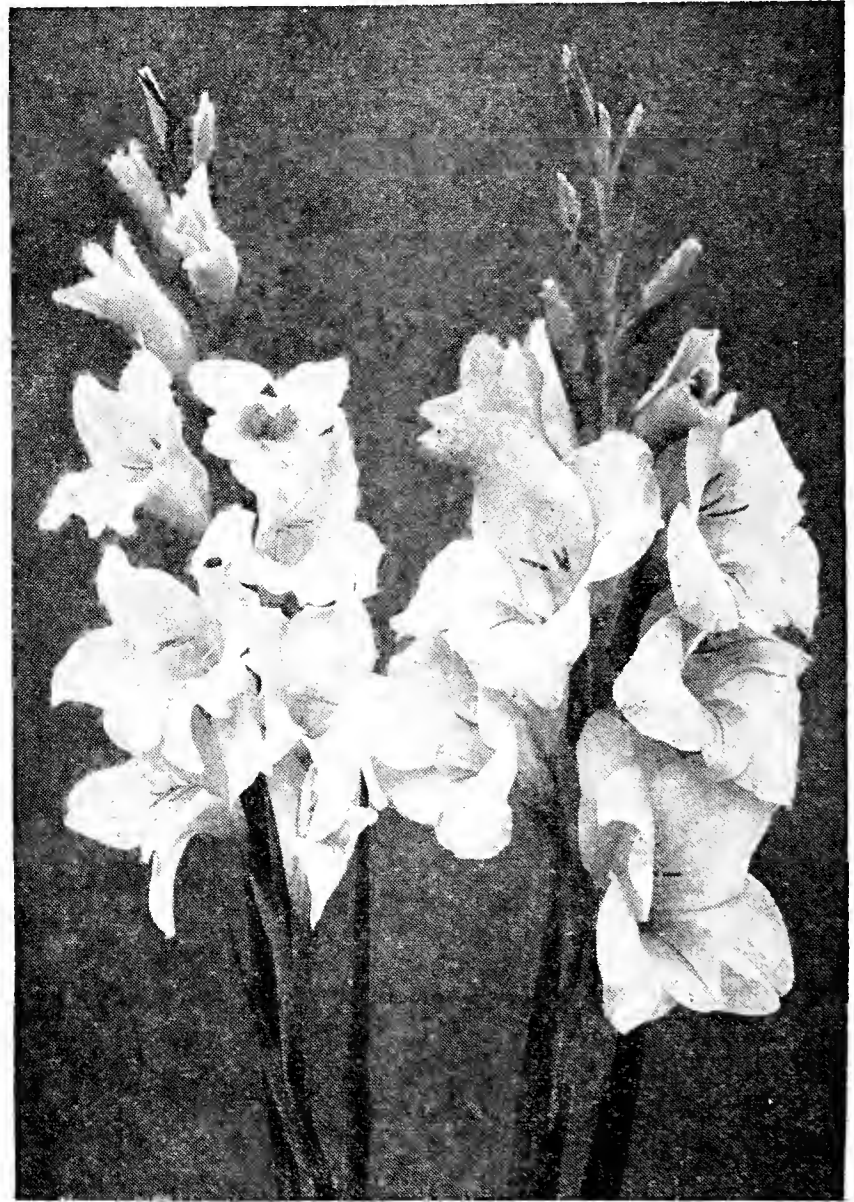
Herada—Pure mauve, deeper throat markings; beautiful.

Jewel—Light salmon, with deeper yellow blotch.

Crimson Glow—A perfect, very large, deep scarlet.

Louise—Beautiful deep lavender.

Maidenblush—Very early, light pink. A great favorite.



Typical New Castle Gladioli

Fine Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

Orange Flowered—Bears snow white flowers. 7c each, 75c per dozen, postpaid.

New Variegated Leaved—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.

SUPERFINE MIXTURE GLADIOLI—All colors gladioli, large bulbs, sure to bloom, 40c per dozen, \$2.50 per 100, postpaid by mail.

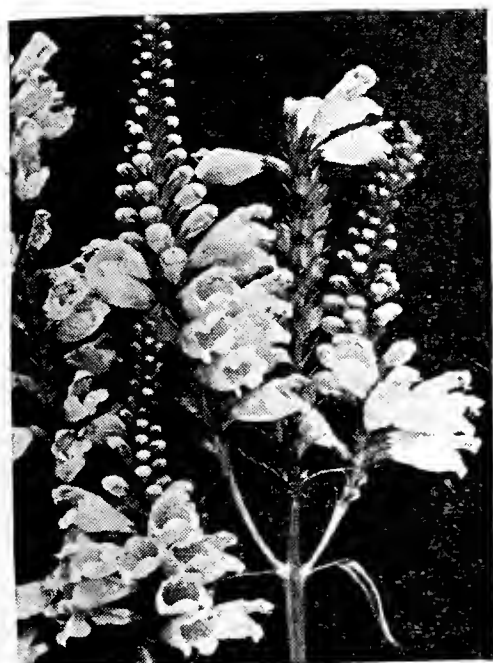
SPECIAL OFFER—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leaved—12 in all for 50c.

Old-Fashioned Hardy Perennials

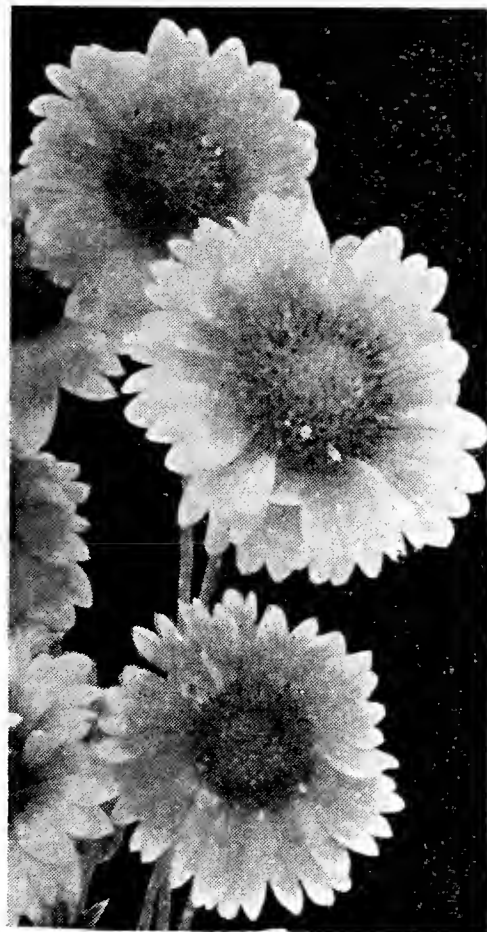
There is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color.



Canterbury Bells



Physostegia



Gaillardia

Coreopsis—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting, having long stems.

Achillea (The Pearl)—Double white flowers produced in large sprays all summer. Fine for cutting.

Physostegia (False Dragon-head)—One of the most beautiful midsummer perennials, forming dense bushes 4 to 6 feet high, bearing spikes of delicate tubular soft pink flowers.

Gaillardia (Blanket Flower)—One mass of bloom from June till Autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermilion, are borne on stems 18 to 24 inches long.

Babys Breath—Beautiful for cutting. Dainty white flowers in branches so thick they look like spun lace.

Funkia (Day Lily)—Immense spike pure yellow, waxy-like flowers; fragrance like orange blossom. Glossy green foliage.

Rudbeckia (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow.

Chinese Lantern Plant—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

Bocconia (Plume Poppy)—A stately plant with fig-like foliage and white flowers. Effective for lawns.

Delphiniums (Hardy Larkspur)—One of the most popular perennials, excellent for cutting, colors range from palest sky blue to the very deep indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers.

Campanula (Canterbury Bell)—Large clusters of bell-shaped flowers, mixed.

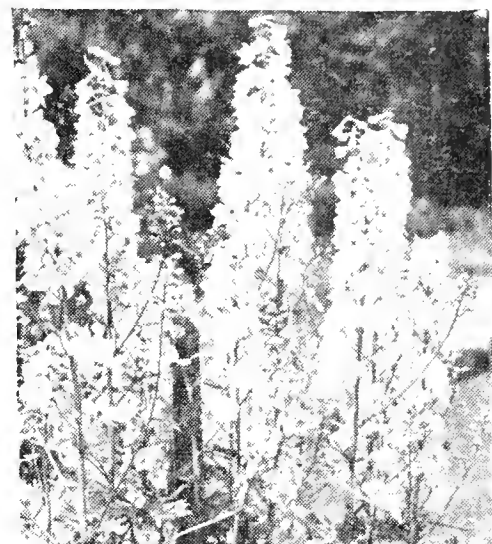
Shasta Daisies—The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

Clove (Pinks)—All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

Hollyhocks—Double, mixed colors.

Aquilegia (Columbine)—As a cut flower the Long Spurred Columbines are the daintiest of all outdoor grown flowers. Mixed colors.

Oriental Poppy—Brilliant orange, black blotches at base of petals. Beautiful.



Delphinium



Oriental Poppy



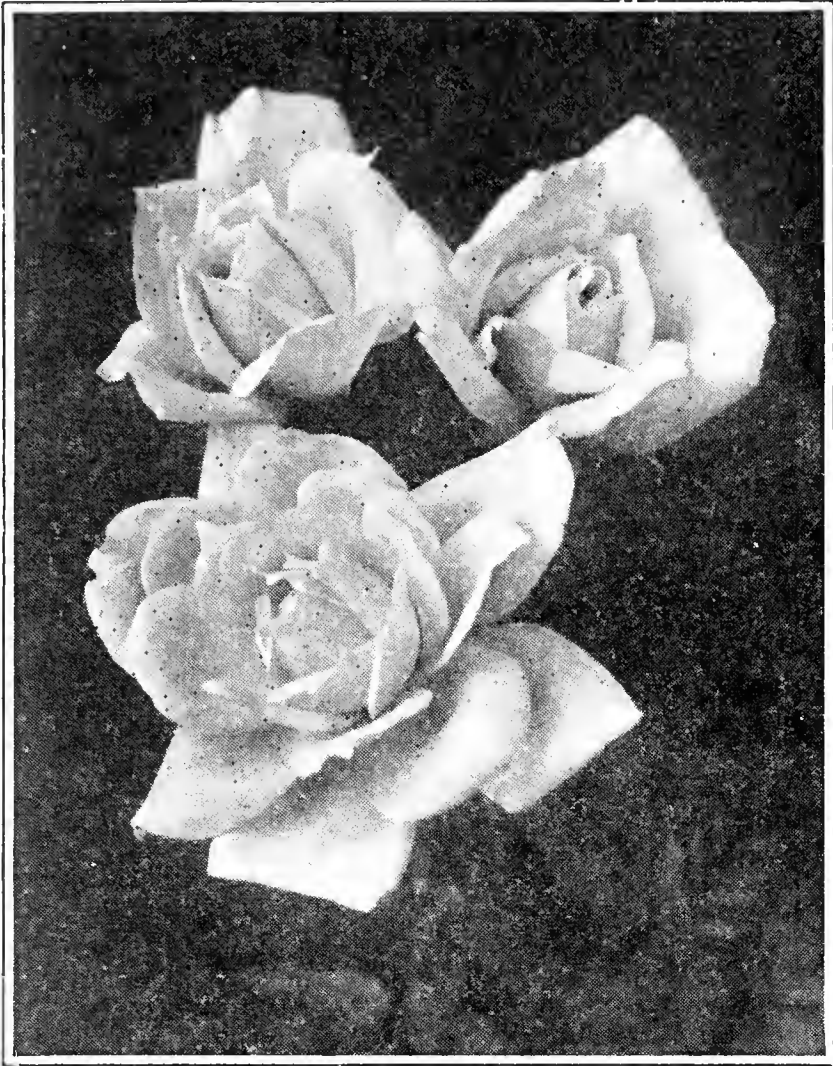
Chinese Lantern Plant

NEW LOW PRICE of all Hardy Perennials on this page, extra strong, well-rooted plants for immediate blooming, 20c each, any 6 for \$1.00; \$2.25 per dozen, postpaid.

OUR HARDY PERENNIALS, ONCE PLANTED LAST A LIFETIME

"Jeannette Heller Collection of Roses"

10 Wonderful Hardy Everblooming Garden Roses Postpaid for \$1.50



Famous Jeannette Heller

Jeannette Heller—Our own famous garden rose. An exquisite blending of pink and cream color. Extra strong, hardy and vigorous and very free blooming. Magnificent flowers.

O HIO—"Jeannette Heller" rose has bloomed constantly since June; now has two dozen buds on it. Today I cut three of the most beautiful roses I ever saw. I would not give "Jeannette Heller" for all the others I have.—M. M. M., Hamilton.

"The one-year roses purchased from you have done fine. They grew wonderfully and we did not lose one, although we had very hot, dry weather."—Z. C. W., Peru, Indiana.

Different Sizes of Roses

Our 1st size Rose plants are strong and sturdy—give great satisfaction.

Our two year old and star size Rose plants grown under our own methods are unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on own roots—the best for the amateur.

All plants, bulbs, etc., are as good as the dealer's reputation, no better.

The fame of "Roses of New Castle" is world-wide. Pot-grown, on own roots, rugged, healthy, enduring, sure-blooming, easy to grow anywhere. Our methods are new, not duplicated elsewhere. These roses of ours are as much of an advance over the ordinary rose plants sold today as the auto is over the old-fashioned buggy. Low priced, absolutely guaranteed. For immediate blooming this year. Shipped with some soil on roots. We pay all postage.

Here are 10 all-star garden, bush roses. Have everything good roses should have—hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A great collection of every shade and color.

Helena Cambier—Large double, beautifully formed flowers of salmon rose to coppery rose shades.

Kootenay—New creamy white. An improved Kaiserin Augusta Victoria. Full and double. Profuse bloomer.

David O. Dodd—New, magnificent, rich crimson scarlet. Large beautifully shaped buds, gorgeous double flowers.

Miss Edith Cavell—Baby Rambler. Bright crimson with white eye; enormous clusters; very dwarf; always blooming.

Baby Doll—Our sensational Rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; a combination unique and pleasing; always in bloom.

Mrs. B. R. Cant—Deep pink flowers with silvery center. Double and very fragrant.

Crimson Queen—A rich, velvety crimson, strong, vigorous grower. Very hardy.

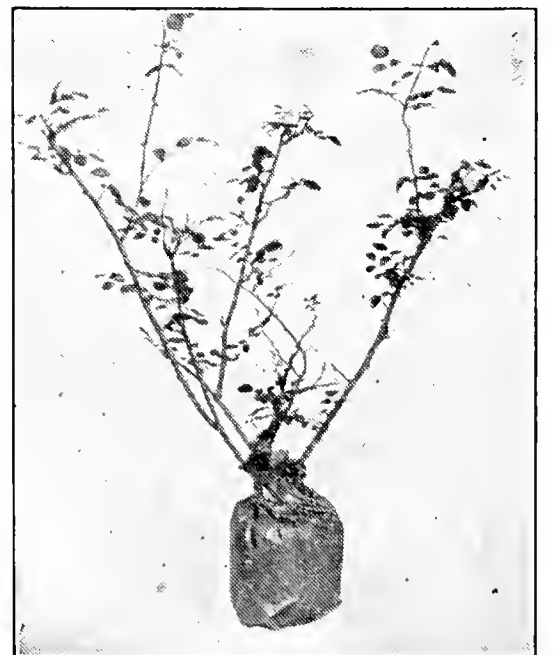
Pink Cochet—A clear, rich pink, changing to silvery rose. Flowers double on long stems.

Mme. Francisca Kruger—A beautiful rose of strong bushy habit. Flowers large, double. Color salmon, deeply shaded coppery yellow. Always in bloom.

Special Offer

One each, strong, first size plants of the 10 superb roses above, postpaid, for \$1.50. The complete set in strong, two year old plants, 10 in all, \$4.50 prepaid by parcel post. The 10 varieties in lusty, star size plants, \$6.50 by prepaid parcel post.

Order as "Jeannette Heller Collection."



Two year old rose plant, wrapped ready for shipment



"Roses received from you were small but I wish you could see them now. They have made wonderful growth and some have canes as long as 15 feet."—Mrs. L. S., Danville, Ill.



Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection.

All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER

50c	buys four splendid new hardy Tea Roses. A choice selection of colors.	No. 45	50c	buys five elegant Cannas for outdoor planting. Assorted kinds.	No. 52
50c	buys four hardy Hybrid Tea Roses. Beautiful colors and tints that will please.	No. 46	50c	buys one Phlox, three German Iris. Assorted colors and desirable in the garden.	No. 53
50c	buys two hardy bush Roses and 3 hardy Climbing Roses. Rare and brilliant.	No. 47	50c	buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure.	No. 54
50c	buys 4 choice Geraniums. Wonderful selection. The lovely colors will please.	No. 48	50c	buys 1 Asparagus Sprengeri, 1 Asparagus Plumosus, 1 Geranium, 1 Fern.	No. 55
50c	buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box.	No. 49	50c	buys 10 fine Tuberose bulbs, 5 Excelsior Pearl, 3 Orange flowered and 2 New Variegated Leaved varieties.	No. 56
50c	buys five elegant Chrysanthemums. The blooms are large and handsome.	No. 50	50c	buys 12 new and rare Gladioli of Assorted colors. A collection of splendid value.	No. 57
50c	buys four extra fine Carnation plants that will bloom for you all the season.	No. 51	50c	buys three splendid Dahlia bulbs. Mixed kinds. Good, strong tubers. Fine value.	No. 58

FREE in all orders for 4 or more of these collections we will add a vigorous polar or our own world famous Rose, Jeannette Heller, FREE.



A Sturdy First Size Own Root Rose Plant

A TRIAL OFFER

8 Superb, Hardy, Free Blooming Varieties Postpaid for \$1.00

Our great stock of Roses, the largest in America, contains many very fine varieties which our catalog does not describe in detail, every way the equal, if not superior, to the popular favorites. We want you to know these Roses as we do, hence we make this remarkable offer. If you will send us \$1.00 we will forward eight of them, all different kinds, no two alike, properly labeled, postpaid and safe arrival guaranteed in U. S. A.

8 ROSE PLANTS \$1.00 POSTPAID

You will not be disappointed in these Roses, take our word for it. Some will bloom this year throughout the season and will continue each succeeding year to bloom more profusely and be a source of joy forever.

8 Superb Potted Roses for \$1.00 Postpaid

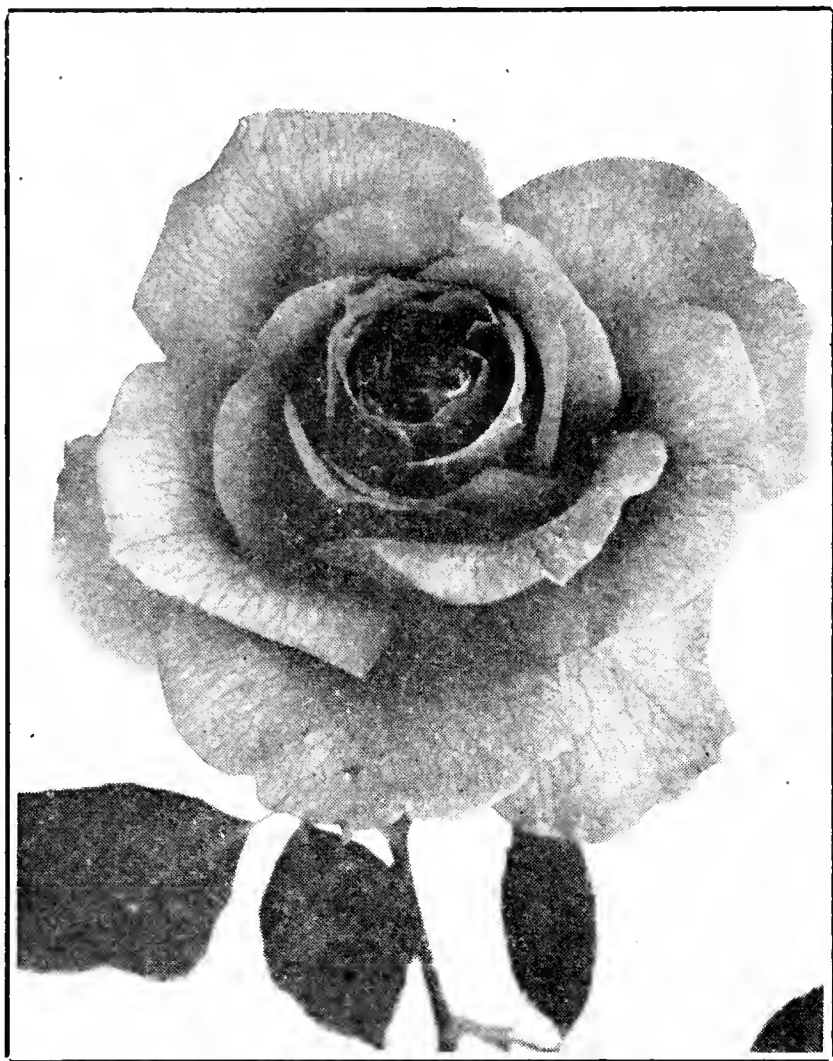
We include in the collection the famous David O. Dodd, Giant Crimson, Baby Doll, the daintiest of them all; Alexander Hill Gray, the Premier yellow and 5 others, our selection, all labeled, sent postpaid for \$1.00.

Order, Please, as Trial Collection

Superb Rose Bushes 12½c each

Look at the varieties! Each one a sparkling novelty—David O. Dodd, the giant crimson; Baby Doll, has all the colors of the rainbow; Alexander Hill Gray, the great yellow bush rose!

JUST SCAN THE LIST! THE GREATEST OFFER EVER MADE—



New Giant Crimson, David O. Dodd is included in this great "Trial Collection"

OUR GREAT TRIAL COLLECTION

Ours is the greatest collection of own-root roses in America. The list includes the finest of the world's production. Many superb varieties find their way to prominence in this great collection. White, pink, red, yellow, fancy colors—all are found here in bush and climbing types—rare varieties, our selection, sure to grow, sure to bloom.

8 Superb Potted Roses for \$1.00 Postpaid

We include in the collection the famous David O. Dodd, giant crimson; Baby Doll, the daintiest of them all; Alexander Hill Gray, the premier yellow and 5 others, our selection, all labeled, sent postpaid for \$1.00.

Be sure to order this famous "Trial Collection" of one year old potted roses. The three superb novelty roses, David O. Dodd, Baby Doll and Alexander Hill Gray are really worth the price alone.

Order, Please, as Trial Collection

"FAVORITE COLLECTION" \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

SPECIAL OFFER

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00, postpaid. Please order as "The Favorite Collection."

8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Gentlemen—Late in August I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However, EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSENDSCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.

GRAND "SURPRISE COLLECTION"

4 MAGNIFICENT TWO-YEAR-OLD ROSES FOR \$1.60

You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS and plants ARE LABELED. All big, strong two-year-old plants. Don't miss this great Bargain offer.

SPECIAL OFFER—4 splendid, two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "Pink Radiance," the dazzling pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, and the others equally desirable; delivered anywhere in the U. S. A., safe arrival guaranteed, for \$1.60 prepaid by parcel post.

Please Order as the "Surprise Collection" and Get the Surprise of Your Life.



Hardy Climbing Rose

THIS IS WHAT OUR CUSTOMERS WRITE ABOUT OUR STOCK

Here are a few letters taken from thousands of testimonials received from all over the world. Truly, our roses "go and grow" everywhere. No better evidence of the high character of our goods can be given than these expressions of satisfaction, for which we are very grateful. We wish we might publish all we receive.

Siam—I beg to acknowledge receipt of roses, phlox, etc. I am glad to say all are O. K. Only three plants were a little wilted.—Phra Khun Byubakwa, Grand Palace, Bangkok.

NOTE—The above testimonial from the Grand Chamberlain of the King of Siam, speaks for itself. Goods on the way 2 months speaks highly of our packing. We are glad to number the King of Siam among our customers.—H. B. Co.

S. W. Africa—Roses sent me were just a day short of two months en route. I am delighted to report they are growing fine.—Dr. Catharine Mabie, Congo Belge, S. W. Africa.

Ohio—I received your **Jeannette Heller** rose bush and it looked so nice I cannot resist ordering another. The **Talisman** is doing fine.—C. S., Toledo.

Ohio—The **Jeannette Heller** and **Pride of New Castle** were in perfect condition when received and far surpassed my expectations.—Mrs. K., Canton.

Virginia—Had the pleasure of viewing a garden of your rose, **Jeannette Heller** and they are truly a remarkable rose.—I. S. M., Norfolk.

Minnesota—The 160 roses arrived in fine shape.—N. N. O., Cambridge.

Georgia—I have been buying your roses and like them because they grow from their own roots.—Mrs. J. H. M., Daton.

Indiana—**Pink Radiance** purchased from you is very pretty and healthy in spite of the protracted dry weather. I am more than pleased with it.—Mrs. C. I., Logansport.

New Hampshire—The splendid rose bushes you sent me last spring have bloomed all summer long and when the heavy frost came, there were still buds. I never expected to have such beautiful roses as I have had this season. I have had my money's worth.—E. T. R., Alton.

Colorado—I purchased some roses from you twelve years ago and they are still giving beautiful flowers each year and winning prizes at Flower Shows.—Mrs. C. H. K., Glenwood Springs.

Kansas—**David O. Dodd** came lovely and will want more of them in the spring; it has turned out to be a wonderful rose and so many that saw it this summer are going to send for it next spring.—Mrs. R., Parsons.

Texas—Our one year plants are all living. At first the **Pride of New Castle** and **Baby Doll** seemed delicate, but they soon out-classed my grafted and budded roses and were a delight of blooms until freezing weather. Even now **Jeannette Heller**, in spite of a February freeze is full of gorgeous buds. Your own root roses are much more satisfactory than budded or grafted ones. The best feature is that freezing weather may kill the tops, but they come back true from the roots, while budded and grafted plants come back as wild roses.—Mrs. J. R. H., Carthage.

Wyoming—We have a discouraging climate for roses, but I must say that your plants do better here than any others I have tried. I believe you have the right system in pot-grown roses. Of course we have to protect as our winters are pretty rough, but I find that fall planted do better than spring planted, but of course they must be pot-grown.—H. F., Cheyenne.

Washington—The roses you sent me are all growing fine.—Mrs. C. T. O., Yakima.

Mexico—Several months ago, we ordered some roses from you. In spite of the long distance, they were received in the best of condition and have been giving wonderful results. We do appreciate your prompt attention and selection.—J. D., Tamazunchale, Slp.

"**Pride of New Castle**," planted last spring, while it is a small bush but Oh Boy; such roses. It's fit for the gods, and such flowers.—W. R. B., Minneapolis, Minn.

"**Pride of New Castle**" is as high as my waist and in bloom. You have the world beaten for roses." Mrs. Tom Tindle, Fredonia, Kansas.

"My '**Pride of New Castle**' is covered with blossoms. It is the most gorgeous thing I have ever seen."—Mrs. J. S., Clinton, Iowa.

"I have your '**Pride of New Castle**' and it is my pride too. Your roses are wonderful."—Mrs. D. S., Barberton, Ohio.

A few letters from some of our Thousands of satisfied customers

INDEX, TERMS AND GUARANTEE

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hardy Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M. Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier.....	H.C.	19	Etoile de France.....	H.T.	11	Mrs. Aaron Ward.....	H.T.	10
Alex. Hill Gray.....	Tea	12	Etoile de Lyon.....	Tea	14	Mrs. A. R. Waddell.....	H.T.	8
Amelia Gude.....	H.T.	11	Eugene Jacquet.....	H.C.	19	Mrs. B. R. Cant.....	Tea	15
American Beauty.....	H.P.	12	Excelsa.....	H.C.	19	Mrs. Henry Morse.....	H.T.	8
American Pillar.....	H.C.	19	Fort. Dble. Yellow.....	C.T.	18	Mrs. Robert Peary.....	H.C.	18
Anny Muller.....	P.	17	Francis Scott Key.....	H.T.	13	National Emblem.....	H.T.	12
Anna Diesbach.....	H.P.	17	Frau K. Druschki.....	H.P.	17	Padre.....	H.T.	8
Aunt Harriet.....	H.C.	19	Freedom.....	C.H.T.	18	Paul's Scarlet.....	H.C.	20
Baby Doll.....	P.	15	Gardenia.....	H.C.	19	Paul Neyron.....	H.P.	17
Baby Tausendschon.....	P.	17	Garden Gem.....	H.C.	19	Pink Killarney.....	H.T.	16
Bess Lovett.....	H.C.	19	Gen. Jacqueminot.....	H.P.	17	Pink Cochet.....	Tea	16
Belle of Portugal.....	H.C.	18	Gen MacArthur.....	H.T.	11	Pink Radiance.....	H.T.	10
Birdie Blye.....	H.C.	20	George Elger.....	P.	17	Premier.....	H.T.	12
Briarcliff.....	H.T.	9	Gloire Lyonnaise.....	H.P.	17	President Hoover.....	H.T.	8
Bridesmaid.....	Tea	14	Green Rose.....		13	Prince E. C. de		
Chatillion.....	P.	17	Gruss an Teplitz.....	H.T.	11	Arenberg.....	H.T.	12
Chaplin's Climber.....	H.T.	8	Gruss an Aachen.....	P.	17	Pride of New Castle.....	H.T.	6
Cherokee.....	H.C.	18	Heart of Gold.....	H.C.	19	Red Cochet.....	Tea	16
Christine Wright.....	H.C.	19	Helena Cambier.....	H.T.	11	Red Baby Rambler.....	P.	17
City of Little Rock.....	H.T.	9	Henri Martin.....	M.	13	Red Columbia.....	H.T.	9
Cli. American Beauty.....	H.C.	20	Hermosa.....		13	Red Giant.....	H.T.	9
Cli. C. Brunner.....	H.C.	18	Hugonis.....		13	Red Letter Day.....	H.T.	13
Cli. Clo. Soupert.....	C.T.	18	Ideal.....	P.	17	Red Radiance.....	H.T.	10
Cli. Pink Killarney.....	C.H.T.	17	Jacotte.....	H.C.	19	Rev. F. Page-Roberts.....	H.T.	9
Cli. Columbia.....	C.H.T.	13	J. B. Clark.....	H.P.	17	Rhea Reid.....	H.T.	10
Cli. Helen Gould.....	C.H.T.	18	J. C. Mensing.....	H.T.	9	Richmond.....	H.T.	11
Cli. Gruss an Teplitz.....	C.H.T.	18	Jeannette Heller.....	Tea	7	Rosarie.....	H.C.	20
Cli. Sunburst.....	C.H.T.	18	John Cook.....	H.T.	9	Roselandia.....	H.T.	8
Cli. Pink Cochet.....	C.T.	18	J. J. L. Mock.....	H.T.	12	Rose Hill.....	H.T.	9
Cli. Marechal Niel.....	C.H.T.	18	Kais. A. Victoria.....	H.T.	12	Royal Red.....	H.T.	9
Cli. Rhea Reid.....	C.H.T.	18	Keystone.....	H.C.	19	Sen. Mascuraud.....	H.T.	8
Cli. White Cochet.....	C.T.	18	Kootenay.....	H.T.	9	Silver Columbia.....	H.T.	11
Clothilde Soupert.....	P.	13-16	La Champagne.....	H.T.	9	Silver Moon.....	H.C.	19
Columbia.....	H.T.	13	Lady Hillingdon.....	Tea	15	Sir Thomas Lipton.....	Rug.	13
Co. R. S. Williamson.....	H.T.	11	Lady Alice Stanley.....	H.T.	8	Sunburst.....	H.T.	10
Cornelia Cook.....	Tea	15	Lady Ursula.....	H.T.	9	Talisman.....	H.T.	8
Courtney Page.....	H.T.	9	LaFayette.....	P.	17	Tausendschon.....	H.C.	20
Crimson Beauty.....	H.T.	8	Lord Charlemont.....	H.T.	11	The Bride.....	Tea	15
Crimson Queen.....	H.T.	11	Mad. F. Kruger.....	Tea	15	Templar.....	H.T.	9
Crimson Cochet.....	Tea	16	Marie Lambert.....	Tea	14	Victor.....	H.T.	10
David O. Dodd.....	H.T.	7	Marie Guillot.....	Tea	14	Violette.....	H.C.	19
Dorothy Perkins.....	H.C.	19	Marie Pavie.....	P.	17	White Baby Rambler.....	P.	17
Dr. Van Fleet.....	H.C.	19	Mary Lovett.....	H.C.	19	W. F. Kendrick.....	H.T.	8
Duchess of Wellington.....	H.T.	9	Mary Wallace.....	H.C.	19	White Dorothy Perkins.....	H.C.	19
Edel.....	H.T.	9	Miss Edith Cavell.....	P.	17	White Killarney.....	H.T.	16
Elsie Beckwith.....	H.T.	9	Mlle. C. Brunner.....	P.	17	White Cochet.....	Tea	16
Elizabeth Rowe.....	M.	13	Mme. Eugene Marlitt.....	H.T.	11	Wm. R. Smith.....	Tea	15
Ellen Poulson.....	P.	17	Mme. Gregoire Staechelin.....		8	Yellow Cochet.....	Tea	16
Emily Gray.....	H.C.	19	H.T.	8	Yellow Killarney.....	H.T.	16
Etoile de Holland.....	H.T.	9	Mme. Jenny Gillemot.....	H.T.	16			

Prices, terms, offers and conditions in this book cancel all previous offers and terms.

Terms, Cash With Order—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk.

Please Use Order Blank and write name and address plainly. Write letters on separate sheet. Please enclose stamped envelope if special information is wanted.

Order Early—The sooner the better. All orders shipped immediately unless directed to the contrary. Early ordering is of mutual advantage. Stock reserved for delivery when desired. Orders sent C. O. D. if desired. Just pay the postman.

Parcel Post and Express Shipments—All goods at Postpaid prices mean we pay transportation charges. When goods are ordered to be shipped by express, the purchaser pays express charges. Parcel post shipments insured up to \$25.00 for 10c extra to be remitted with order.

Canadian and Foreign Orders—Please remit 25 per cent additional for extra packing and postage. Canadian customers must secure a permit from the Sec'y of the Destructive Insect and Pest Board, Dept. of Agriculture, Ottawa.

We Reserve the Right to Substitute another variety of equal value for any variety the stock of which is exhausted, unless we are instructed to the contrary.

Our Guarantee—All shipments must be satisfactory when received or order duplicated or money refunded, whichever preferred. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery, in good condition, our responsibility ceases. We do not guarantee safe arrival of Canadian, U. S. Colonies or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we send out. While we strive to have our plants true to name we do not guarantee it. Soil and climatic conditions, wet or dry growing season, improper care, unfavorable location, are causes for failure over which we have no control. **Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.**

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."
Citizens State Bank, New Castle, Ind.

Read Carefully—Make all remittances by Personal Check, Post Office Money Order, Express Money Order, Bank Draft, Cash or Currency by Registered Letter and we will be responsible therefor, and will send full value if lost. Credit accounts opened if desired or goods sent C. O. D. Send reference, please. Make all remittances payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Please Write Plainly—Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply. Orders sent C. O. D. if desired. Credit accounts opened if wanted. Bank reference, please.

When to Ship.....

Date 1934
Amount

Name.....

Enclosed \$.....

Street, P. O. Box
or Rural Delivery.....

**Remit by Post Office
or Express Order, Person-
al Check, Bank Draft or
Registered Letter at our
risk.**

Postoffice.....

Stamps accepted for small amounts.

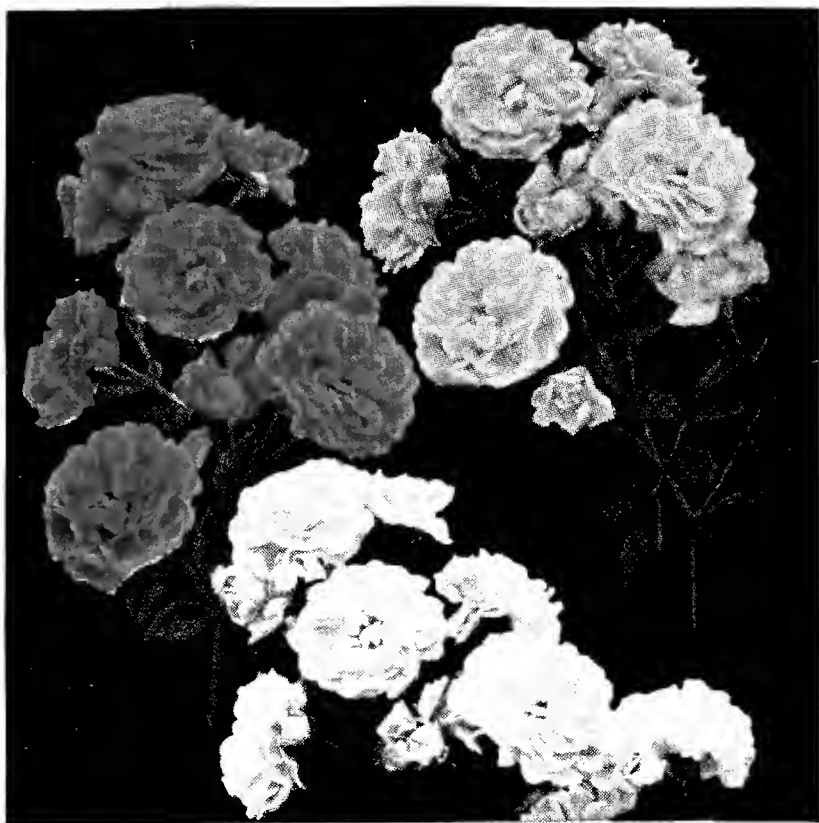
County.....State.....

NOTICE—In the absence of YOUR instructions when to ship, goods will be sent **AT ONCE**

[illegible]

Amount carried over

Plant a Hardy Garden Now—Lasts a Life-time



**Dainty Baby Roses—Hardy, Always Blooming
3 for 50c**



Lilium Regale—Greatest of All Lilies—3 for 50c



**Everblooming Hydrangea—America's Leading Hardy
Shrub—2 for 50c**

Brilliant Hardy Specialties

Plant but once. These last indefinitely.
Absolutely hardy everywhere. Flowers early to late.
Price never so low. We pay postage.

LOVELY BABY RAMBLER ROSES—1 Edith Cavel, crimson, 1 Ellen Poulson, pink, 1 White Baby. Low growing, hardy, beautiful—3 in all, 1 year 50c, 2 year plants, 3 for \$1.35. Priced separately, 1 year plants 20c each; 2 year plants 55c each. Larger, Star-size 75c each. All postage paid. **Make beautiful potted plants indoors.**

3 LARGE BLOOMING BULBS FOR 50c—Lilium Regale, greatest, hardy, garden lily. Immense flowers, enormous clusters. Exquisite jasmine fragrance. 1 bulb 25c, postpaid.

3 STRONG PLANTS, POPULAR BUTTERFLY BUSH FOR 50c—Beautiful 1 new, hardy bush, resembling a Lilac. Long spike, lilac color bloom, shading to lavender. Blooms continually. June to frost, 3 for 50c. 1 plant 25c. 4 year old plants \$1.00 each, postpaid.

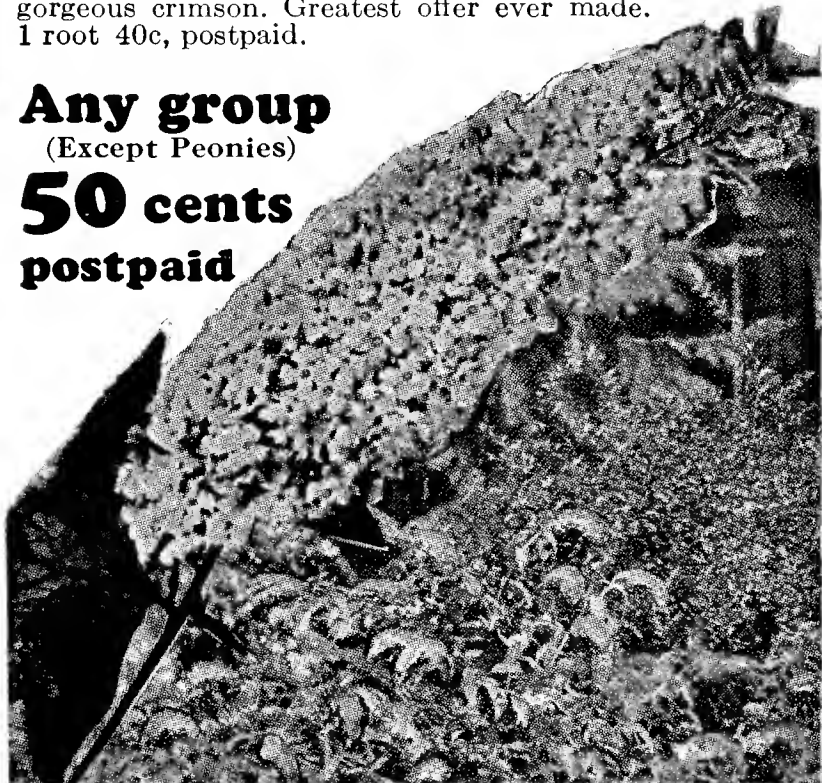
2 STRONG 2 YEAR PLANTS HARDY EVERBLOOMING HYDRANGEA FOR 50c—America's most popular hardy shrub. Masses of pure white flowers the whole season thru. You see it everywhere. 1 plant 50c, postpaid.

3 HARDY PEONIES FOR \$1—1 each, Festiva Maxima, best white; Edulis Superba, glorious pink, American Beauty, gorgeous crimson. Greatest offer ever made. 1 root 40c, postpaid.

Any group

(Except Peonies)

**50 cents
postpaid**



Exquisite New Hardy Butterfly Bush—3 for 50c



**Best Peonies—American Beauty, Crimson; Festiva
Maxima, white; Edulis Superba, pink—3 for \$1.00**



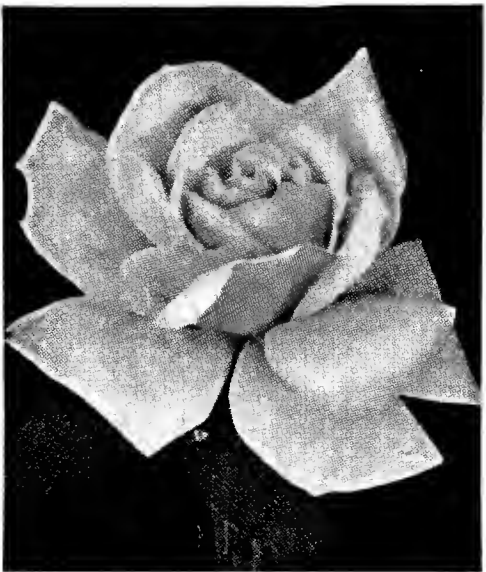
White Cochet



David O. Dodd



Lady Hillingdon



Alexander Hill Gray

David O. Dodd Set

12 Strong, Vigorous First Size Plants **\$2.**

Here is our choice, 12 best, all-round roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all of bush type. We answer your question—"What are the 12 best varieties?" Here they are including that superb new rose, **David O. Dodd**. All hardy but winter protection always helps. Any 6 at dozen rate.

DAVID O. DODD—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

BABY DOLL—Dainty, exquisite. Another Heller Novelty. Perfect miniature flowers. Show every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous. Dwarf growing.

JEANNETTE HELLER—Our great, garden, bush rose. Exquisite blending of pink, rosy blush and pale yellow. Deep and full. Grows everywhere.

LADY HILLINGDON—Apricot yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

JONKHEER J. L. MOCK—Enormous flowers, deep and double. Color bright, rich pink, faced carmine. A beautiful two-tone rose.

GRUSS AN TEPLITZ—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

ALEXANDER HILL GRAY—We have not seen a more glorious perfect, pure yellow rose. Magnificent, large. Hardy.

MRS. B. R. CANT—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

PINK COCHET—Still unequaled in the garden. Clear pink, double flowers, perfect form, on long stems. Beautiful indeed.

WHITE COCHET—Same as its parent above except flowers are pure, glistening white. We think it the best white. Always blooming.

CLOTHILDE SOUPERT—Could fill a page saying good things of this marvelous rose. Strong, dwarf, constant bloomer, double flowers, ivory white, silvery rose center. None better.

MRS. A. R. WADDELL—Colors indescribable—rosy pink to scarlet, salmon tints. Strong growing, large double flowers. A jewel among fancy colors.

Special Offer

One each, strong vigorous, first size plants, 12 in all postpaid for \$2.00. The entire set in strong 2 and 3 year old plants \$5.00 prepaid by parcel post; the 12 varieties in still larger star size plants \$9.00 prepaid by parcel post. Order as "DAVID O. DODD SET."



Baby Doll



Jonkheer J. L. Mock



Pink Cochet



Mrs. A. R. Waddell



Gruss an Teplitz